



**Board of Directors Meeting
Thursday, October 22, 2026
9:30 a.m.**

Chemeketa Community College Eola Event Center
215 Doaks Ferry Road NW, Salem

9:30 a.m. to 2:30 p.m. Meeting
Noon to 1:00 p.m. Lunch

Agenda

- | | | |
|------|---|-----------|
| I. | Call to order – Paul Betts, Miami Alternatives LLC | 9:30 a.m. |
| II. | Welcome and introductions | |
| III. | Approval of minutes* | |
| IV. | Staff and board reports | 9:40 |
| | <ul style="list-style-type: none">• Executive director's report• Staff reports• Chair's report• Items from board members | |
| V. | Public comment | 10:50 |
| VI. | Action items* | 11:05 |
| | <ul style="list-style-type: none">- Board vacancies – Paul Betts- Officer selection for 2027 – Paul Betts<ul style="list-style-type: none">• Board chair candidate: Kristin Rasmussen• Vice chair candidate: Courtney Griesel- 2027 Forest Products Harvest Tax: Maintain current \$1.17 rate – Paul Betts- New opportunities proposals – Rikki Heath, OFRI | |
| VII. | Lunch | Noon |

VIII. Reports

1:00 p.m.

- Women Owning Woodlands Network and Master Woodland Manager programs
Margaret Miller, OFRI
Sarah Cameron, Oregon State University Extension Service
- Wildlife in Managed Forests report
Julie Woodward, OFRI
Fran Cafferata, Cafferata Consulting
- 2025-26 Annual Report and benchmarks
Inka Bajandas, OFRI
- Educational advertising campaign update
Jordan Benner, OFRI

IX. Adjourn

2:30

**Requires a motion.*

Note: Agenda timing is an estimate.

This meeting will be held in a facility that is accessible for people with disabilities. If you need assistance to participate in this meeting due to a disability, please notify Joni Nebril at nebril@ofri.org at least two working days prior to the meeting.



**OREGON FOREST RESOURCES INSTITUTE
Board of Directors Meeting**

**Thursday, July 16, 2026
9:30 a.m.**

**Chemeketa Community College, Eola
215 Doaks Ferry Road NW, Salem**

Members Present:

Jennifer Beathe, Starker Forests Inc.
Gordon Culbertson, Whitewater Forests LLC
Dr. Tom DeLuca, Oregon State University
Daniella Giustina, Giustina Land and Timber Co.
Mike Hicks, IAM-AW District W24
Garren Hitner, Century Forest Management
Kristin Rasmussen, Hampton Lumber & Family Forests
Kate Skinner, Oregon Department of Forestry
Brian Trenholm, Weyerhaeuser
Madeleine Thompson Rudolph, Thompson Tree Farm

Staff:

Inka Bajandas
Jordan Benner
Angela Handran
Rikki Heath
Jenna Mendenhall
Joni Nebril
Jim Paul
Kathy Storm
Julie Woodward

Guests:

Tony Baker, Gard Communications
Delen Kitchen, The Oregon Garden
Michelle Neiss, DHM Research
Alexis Wong, Gard Communications

9755 SW Barnes Rd., Suite 210
Portland, OR 97225
971-673-2944
971-673-2946 facsimile

OregonForests.org

CALL TO ORDER

The meeting was called to order by board member Kristin Rasmussen at 9:32 a.m.

APPROVAL OF MINUTES

MOTION: Gordon Culbertson moved to approve the April 16, 2026, public hearing minutes on the proposed fiscal year 2026-27 budget, as well as the April 16 board meeting minutes. The motion was seconded by Jennifer Beathe. Voting for the motion: Jennifer Beathe, Gordon Culbertson, Daniella Giustina, Mike Hicks, Garren Hitner, Kristin Rasmussen, Brian Trenholm and Madeleine Thompson Rudolph. Voting against the motion: none. Motion passed.

STAFF REPORTS

Executive Director (Jim Paul)

- Executive Director Jim Paul announced OFRI's newest team members, including Director of Business Operations Angela Handran and OFRI's newly hired intern, Ashlee Porteous.
- Board nominations are forthcoming, particularly for Class I, Class II and Class III positions. The public representative position remains vacant. Several candidates have expressed interest in serving on the board, and additional discussions regarding these appointments are planned.
- OFRI partnered with the Western Forestry & Conservation Association to host the first Workforce Summit in Bend this past May. More information will be presented later in the meeting.

Public Education (Jordan Benner and Inka Bajandas)

- **Educational advertising campaign:** The advertising campaign ran through spring, with adjustments along the way to optimize its exposure. Post-test research and post-campaign reporting were completed before the end of the fiscal year. More information will be presented later in the meeting.
- **Conference and awards:** The public education team attended the Association for Communication Excellence (ACE) conference in Billings, Montana. Land grant university and government communications professionals participated in the three-day conference. OFRI was awarded two awards from the judging community: Gold for the Hood to Coast marketing poster and silver for the updated *Illustrated Manual*.
- **New OFRI signage for The Oregon Garden:** In coordination with The Oregon Garden's 25th Anniversary Celebration, OFRI installed new educational signage and facility branding. Signage will live permanently in The Oregon Garden classroom.
- **Economic report publicity:** Now that *The 2026 Forest Report* and summary report have been published, the public education team has been working on promoting them. This includes updating the website, TheForestReport.org, and launching a social media campaign developed by our former social media intern, Emma Knapton. We'll also send out a news release to our partners and feature the full report, summary report and website in our next edition of eNews.
- **Intern recruitment:** We're pleased to announce we have hired a new student social media intern to succeed Emma Knapton, whose last day was June 30. Our new intern, Ashlee Porteous, is a junior at the University of Oregon majoring in journalism with a minor in climate studies. Her first day is July 22, and we're looking forward to seeing what fresh ideas she brings to OFRI's social media and digital communications efforts.

- **Wildlife in Oregon's Forests report and video series:** The publication education team is moving ahead with developing a special report and accompanying video series for a public audience about Oregon's forest wildlife. Both will highlight how all of Oregon's forests provide habitat for wildlife and the steps forest landowners and managers can take to help wildlife. The board's public education working group should have received a copy of the draft outline for the report from Deputy Director Julie Woodward. If you haven't already, please provide feedback on it and confirm that we are on the right track before we move forward with this project.
- **Publication updates:** Public Relations Manager Inka Bajandas is working on several publication updates and new editions. These include an update to our *Forest Fact Sheet* series, the 2027-28 edition of *Oregon Forest Facts* and the 2025-26 annual report.

Landowner Education (Julie Woodward and Margaret Miller)

- **Partnership for Forestry Education (PFE)**
 - Working on KnowYourForest.org website updates, including woodland fish and wildlife references and climate-informed forestry
 - The fall PFE meeting is scheduled for Tuesday, November 17
- **Oak restoration training and demonstration**
 - Hosted on Friday, April 24
 - Over 65 landowners and agency partners were in attendance
 - Included brush management and air curtain incinerator demonstrations
- **Oregon Society of American Foresters Conference**
 - This year's annual conference was held May 6-9 in Coos Bay, Oregon
 - OFRI was an exhibitor and sponsor
- **Family Forest Convention and Tree Farm of the Year**
 - Held at Big K Ranch from June 25-27
 - Congratulations to the Kesterson family, Kesterson Bros. Logging and Big K Ranch! In addition to being the 2026 Oregon Tree Farm of the Year (TFOY) winner, they're also the regional winner and in the running for the national TFOY title.
- **Wildlife in Managed Forests (WIMF) events**
 - Hosted three well-attended pollinator training courses at the Family Forest Convention.
 - Scheduled to host a "Forests as Habitat" training at Tree School Umpqua on Saturday, August 21
 - The WIMF steering committee's annual meeting is scheduled for Friday, September 11
- **The Oregon Garden 25th Anniversary Celebration**
 - Held on Tuesday, June 30
 - The celebration included guided Rediscovery Forest tours
- **New reforestation pamphlet**
 - Work is underway for the new reforestation pamphlet. Thank you, landowner board working group and others, for your hard work reviewing the first draft!
- **Upcoming education programming and events**
 - Crossover landowner/K-12 OSWA Teacher Tour, August 19
 - Tree School Umpqua, August 21
 - Society of American Foresters National Convention, October 6-9
 - Oregon Tree Farm System Annual Meeting, November 14
 - PFE fall meeting, November 17

K-12 Education (Rikki Heath and Jenna Mendenhall)

- **Oregon Envirothon 2026:** Over 190 students and 39 teams participated from 20 schools across the state. Logos Charter School's team, Rogue Pack Alpha, was the overall winner of the competition, which means they will head on to the NCF-Envirothon Annual Competition in Starkville, Mississippi.
- **Youth Conservation Crew:** Jenna and Margaret worked with the Marion and Polk County Boys and Girls Club Youth Conservation Crew at The Oregon Garden. They assisted with the maintenance of our trails, educational areas and Christmas tree sites, and removed old fencing. They also received forestry and career education at the end of the week. We have been partnering with them for the past 10 years.
- **High School Regional Experience Workshop:** In August, we partnered with the Oregon Natural Resources Education Program to provide a workshop for high school Teachers, titled "Small Woodlands, Big Ideas." Participants learned directly from small woodland owners how small forests provide value in multiple ways. Hands-on activities included shiitake mushroom cultivation, nature journaling, tree measurement and learning about tapping maples for syrup. Participants also explored ways to partner with local OSWA chapters to bring place-based forestry into the classroom.
- **Clatsop Learning Pavilion:** Thanks to the new opportunities funding the board approved last fiscal year, the pavilion opened to the public at the end of May. It is located on the Oregon Department of Forestry's Astoria campus, and they are looking forward to hosting over 400 sixth grade students this fall for their annual Forestry Days event.
- **Oregon Garden Natural Resources Education Program:** This spring, nearly 1,500 students visited The Oregon Garden for an educator-led program. Over the 2025-26 school year, a total of 55 schools engaged with the program, including 25 Title I schools from 15 districts and seven counties. Eighteen of the 55 participating schools were new visitors this year.
- **Outdoor School:** OFRI is part of the Salem-Keizer Outdoor School Coalition, a coalition of agencies that provide Salem-Keizer students with a nonresidential outdoor school program called "PAWS" (Plants, Animals, Water and Soil). This spring, the PAWS program served over 200 students from two Salem-Keizer district schools at four different sites throughout the Salem area. This summer, we will be exploring the direction of the coordination of the program.
- **Summer programming:** This summer, we will be reorganizing the education supplies and reviewing the materials for the upcoming school year. There will also be group visits from Road Scholars and the Gervais School District Migrant Education Program, which will include lessons from the Natural Resources Education Program.
- **Homeschool Day:** We hold a Homeschool Day event at The Oregon Garden every September. This is to provide an educational opportunity for homeschool students all in one day. We work with our partners in Marion County to set up self-paced learning stations throughout the garden, with topics including the forest as habitat, fire prevention, bugs, plant adaptation, birds, macroinvertebrates and many others. In the past, we have seen up to 500 people attend for the day, from areas up and down the I-5 corridor and the coast.

Board Chair

- Board member Kristin Rasmussen expressed appreciation for the important work OFRI is doing and recognized the significant volume of work currently underway, especially for the Workforce Summit held in May. This event involved considerable effort and has generated renewed energy for upcoming discussions and initiatives.

Items From the Board

- Board member Gordon Culbertson announced that Rex Storm has been selected as the Oregon Small Woodlands Association's president-elect for the 2027-28 term.

Public Comment

None

Director of Business Operations

- Director of Business Operations Kathy Storm reviewed the March and April financial reports. The May and June financial reports will be reviewed by Angela Handran as part of her training as the incoming director of business operations. She will also produce and present the financial reports for month 13 at the October board meeting.

Reports

Deputy Director Julie Woodward presented OFRI's new *Oregon's Forest Economy* report. The discussion will be ongoing.

Executive Director Jim Paul and Director of K-12 Education Programs Rikki Heath provided a summary of OFRI's Workforce Summit held in May. The board discussed the significant level of engagement and interest in workforce development efforts across Oregon, with a focus on potential opportunities to advance these efforts and build upon the momentum generated by the summit.

Director Heath introduced Delen Kitchen, director of operations at The Oregon Garden, who provided an update on programs and projects.

Director of Communications Jordan Benner and Michelle Neiss of DHM Research presented the results from their post-advertising evaluation survey.

Director Benner, along with Alexis Wong and Tony Baker of Gard Communications, reported on the results of the current media campaign and reviewed plans for upcoming media initiatives.

Executive Director Paul reviewed a one-page financial summary comparing budgeted and actual revenue figures based on timber harvest levels. The budget working group will convene after the year-end financial information becomes available to review updated projections and discuss long-term budget planning.

Director Storm proposed the 2027 board meeting schedule.

The meeting adjourned at 2:28 p.m.

Respectfully submitted,



Joni Nebril
Business Operations Assistant

DIRECTOR'S NOMINATION FORM
Oregon Forest Resources Institute
Nominee Registration

Name: Beathe Jennifer E
Last First MI

Address: Starker Forests, Inc PO Box 809
Street or Mailing Address

Corvallis OR 97339
City State Zip

[REDACTED]
Cell Phone

[REDACTED]
Home Phone

[REDACTED]
Work Phone

[REDACTED]
Email Address

*Indicate last year in which harvest tax paid: 2025 Name taxes filed under Starker Forests, Inc
(*Not applicable to Employee or Public Rep. applicants)

I am qualified to be nominated for:

Class 1 _____ Class 2 X Class 3 _____ SWO _____
Employee Representative _____ Public Representative _____

CERTIFICATION:

I have read the classification description and eligibility requirements for the OFRI Board of Directors and certify that I am eligible to serve on the board. Misrepresentation may disqualify me as a board nominee.

Jennifer Beathe 10/13/26
Signature in Full Date

To complete your application packet, return this form to Angela Handran, OFRI's Director of Business Operations, along with your resume and a bio. You must be an Oregon resident to apply unless otherwise noted. Please contact Angela Handran at 503-805-0855 or handran@ofri.org, if you have any questions. If you prefer to mail your application packet, please send it to Oregon Forest Resources Institute Att: Angela Handran, 9755 SW Barnes Road, Suite 210, Portland, OR 97225

DIRECTOR'S NOMINATION FORM
Oregon Forest Resources Institute
Nominee Registration

Name: GRIESEL Last COURNOY First M MI

Address: 90201 Hwy 99N Street or Mailing Address

EUHENE City OR State 97402 Zip

[REDACTED] Cell Phone n/a Home Phone

[REDACTED] Work Phone

[REDACTED] Email Address

***Indicate last year in which harvest tax paid: 2025** Name taxes filed under SILVER PACIFIC INDUSTRIES
(*Not applicable to Employee or Public Rep. applicants)

I am qualified to be nominated for:

Class 1 _____ Class 2 _____ Class 3 X SWO _____
Employee Representative _____ Public Representative _____

CERTIFICATION:

I have read the classification description and eligibility requirements for the OFRI Board of Directors and certify that I am eligible to serve on the board.
Misrepresentation may disqualify me as a board nominee.

[Signature] Signature in Full 10/13/26 Date

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DIRECTOR'S NOMINATION FORM

Oregon Forest Resources Institute Nominee Registration

Name: Glendenning Bonny M.
Last First MI

Address: 11466 S. Mulino Rd.
Street or Mailing Address

Canby OR 97013
City State Zip

[REDACTED] [REDACTED]
Cell Phone Home Phone

[REDACTED]
Work Phone

[REDACTED]
Email Address

Indicate last year in which harvest tax paid: 2025 under Port Blakely
(not applicable to Employee Rep. applicants) Name taxes filed under

I am qualified to be nominated for:

Class 1 X Class 2 Class 3
SWO Employee Representative X

CERTIFICATION:

I have read the classification description and eligibility requirements for the OFRI Board of Directors and certify that I am eligible to serve on the board.
Misrepresentation may disqualify me as a board nominee.

[Signature] 7/29/2026
Signature in Full Date

Send completed application packets to the State Forester: Oregon Department of Forestry, Attention Shawna Bartlett, 2600 State Street, Bldg. B, Salem, Oregon 97310, or via email at shawna.l.bartlett@odf.oregon.gov. Applications must be received no later than 5:00 p.m. on August 31, 2026. Please include a short biography.

DIRECTOR'S NOMINATION FORM
Oregon Forest Resources Institute
Nominee Registration

Name: Nichols (Rich) Brook L
Last First MI

Address: 2804 SW 6th Street
Street or Mailing Address

Redmond OR 97756
City State Zip

[REDACTED] [REDACTED]
Cell Phone Home Phone

[REDACTED]
Work Phone

[REDACTED]
Email Address

***Indicate last year in which harvest tax paid: NA Name taxes files under _____**
(*Not applicable to Employee or Public Rep. applicants)

I am qualified to be nominated for:

Class 1 _____ Class 2 _____ Class 3 _____ SWO _____
Employee Representative _____ Public Representative X

CERTIFICATION:

I have read the classification description and eligibility requirements for the OFRI Board of Directors and certify that I am eligible to serve on the board. Misrepresentation may disqualify me as a board nominee.

Brook L. Nichols
Signature in Full

8/6/26
Date

To complete your application packet, return this form to Angela Handran, OFRI's Director of Business Operations, along with your resume and a bio. You must be an Oregon resident to apply unless otherwise noted. Please contact Angela Handran at 503-805-0855 or handran@ofri.org, if you have any questions. If you prefer to mail your application packet, please send it to Oregon Forest Resources Institute Att: Angela Handran, 9755 SW Barnes Road, Suite 210, Portland, OR 97225. **Applications must be received no later than 5:00 p.m. on August 31, 2026.**

From: [Jim Paul](#)
To: [Jim Paul](#)
Cc: [Kathy Storm](#)
Subject: Update for OFRI board nominations workgroup
Date: Wednesday, July 22, 2026 12:25:09 PM

OFRI board nominations workgroup,

This is an update on our progress with board nominations. Those of you who were at the last board meeting have already heard, but I'm providing a little more detail here. We now have two candidates that have expressed an interest and willingness to serve in our class 1 and public representative board positions to be filled for the coming year:

- Class 1 candidate: Bonny Glendenning, Community Outreach & Education Manager with Port Blakely. Bonny is well known amongst many on the board, and we are thrilled she's interested in serving this role. Our OFRI team also has a long and very positive history in working with her, so she is knowledgeable about OFRI as well.
- Public Representative candidate: Brook Nichols, Regional Director of CTE and STEM, and CTE Regional Coordinator liaison for the eastern Oregon with the High Desert Regional Education Service District (ESD). She also serves on the Oregon STEM Investment Council under the HECC. Brook was a guest speaker at our recent workforce summit in Bend and has a nearly 30-year history in education in Oregon. She is also familiar with OFRI and has experience with and connections to FFA and FNRL. She is a graduate of Oregon State University with a BS in Animal Science in 1997 and completed a Master of Agriculture in Agricultural Education in 1998. Brook taught high school agriculture and was the FFA advisor at Weston-McEwen HS from 1998-2000 and Madras High School from 2002-2012. She has worked at the High Desert ESD from 2012 until now, starting as the Deputy CTE Regional Coordinator and now as the Regional Director of CTE and STEM. Brook currently oversees a nine-county region on the CTE side of things and also serves four counties with their STEM hub.

Next steps include posting a 30-day notice of the board position vacancies within the next week, which is part of our standard process. Once that closes, OFRI will compile formal applications and put together a board agenda action item for October with nomination recommendations for approval. I appreciate the workgroup's time and attention on this over the past few months, and if you have any questions feel free to reach out.

Regards,

Jim

Jim Paul

Executive Director

paul@ofri.org

Oregon Forest

Resources Institute

9755 SW Barnes Rd., Suite 210

Portland, OR 97225

503-779-6054

OregonForests.org

Umpqua Forest & Fish Learn

K-12 Education

Phase One: Managing the Streamside Forest

Fiscal Year 2026-27 New Opportunities Proposal | Revised October 2026

Applicant	Umpqua Fishery Enhancement Derby
Project partners	Douglas Timber Operators; Ryan and Moses Finlay
Amount requested	\$25,000
Proposed period	November 2026 - June 30, 2027

REVISED REQUEST: \$25,000 will deliver one complete, standalone classroom module. The reduced scope replaces the original \$50,000 request for three modules and requires no commitment from OFRI to fund later phases.

Goal

Umpqua Forest & Fish Learn will create a free, interactive web lesson showing Oregon students how streamside forest management protects cold, clean water and supports salmon and steelhead. Students will connect the riparian protections used on Oregon's working forestlands with authentic fish-ladder footage from the North Umpqua River, turning an abstract policy topic into a visible ecological outcome.

This revised proposal narrows the work to one flagship module, Managing the Streamside Forest, designed for grades 3-5 and usable within a single class period. The award will produce a finished educational asset, including the interactive lesson, fish identification and counting activities, a teacher guide, standards mapping, a limited review process, and publication for free online access. The existing prototype at learn.umpquafish.com reduces technical risk and allows funds to focus on instructional content, production quality, and classroom readiness.

The goal is to help Oregon students understand that working forests and healthy fish populations are parts of one connected system. The module will explain how riparian management areas, harvest planning around streams, and the expanded protections of the 2022 Private Forest Accord help shade and stabilize waterways. Students will then observe and count real Chinook, Coho, and Summer Steelhead moving through the Winchester Dam fish ladder as a living connection between forest stewardship and river health.

Funding Timing

The applicants previously deferred this proposal to pursue funding in FY 2026-27 and would prefer to begin Phase One this year. The \$25,000 request delivers one complete module. Any partial award would require agreement on scope and timing before contracting. If funding is not approved this year, the applicants are willing to reapply in the next funding cycle.

Background

Oregon's working forests are managed under a comprehensive forest-practices framework, yet few students can explain how the decisions made by foresters and landowners affect stream conditions. OFRI supports strong printed curricula, field experiences, and educator workshops, but an interactive digital lesson can reach classrooms that cannot participate in a field trip and can reinforce learning before or after an outdoor program.

The Winchester Dam fish ladder provides a rare educational bridge. Its continuous video and daily fish-count data let students see real fish moving through the North Umpqua River. At peak, more than 800 Chinook, Coho, and Summer Steelhead can pass in a single day. Combining that footage with forest-management instruction makes the relationship between upland decisions and downstream habitat tangible.

The Umpqua Fishery Enhancement Derby brings more than 30 years of credibility to this story. Founded and closely supported by Douglas Timber Operators and the local timber community, the Derby has worked on and near private working forestland to remove passage barriers, restore riparian areas, and improve stream conditions. Its projects have opened more than 50 miles of anadromous fishery in the Umpqua Basin with over \$2 million in community-raised proceeds.

Description

1. Interactive Module: Managing the Streamside Forest

A classroom-ready web module will guide students through the Oregon Forest Practices Act and the streamside protections expanded by the Private Forest Accord. The lesson will be designed for completion in one class period and will include:

- Age-appropriate explanations of riparian management areas and why shade, stable banks, and clean water matter to fish.
- Interactive choices showing how foresters plan harvest units around protected streams.
- Authentic Winchester Dam fish-ladder video integrated into species identification and counting activities.
- A clear connection between forest stewardship practices and observable conditions in the river.
- OFRI co-branding and links to complementary OFRI K-12 resources.

2. Teacher Resources and Standards Alignment

A concise teacher guide will include lesson objectives, preparation steps, discussion prompts, extension activities, and implementation guidance for grades 3-5. The lesson will be mapped to relevant Next Generation Science Standards and the Oregon Forest Literacy Plan so educators can quickly document curricular value.

3. Production, Limited Review, and Online Publication

Funding will support development of the classroom-ready web application, media integration, quality assurance, and publication for free public access. Technical forest-management content will be developed from Oregon Department of Forestry, OFRI, and OSU Extension primary sources.

A small advisory steering committee is proposed, with Douglas Timber Operators and an OSU or Extension representative recruited with OFRI's assistance. Committee participation will be voluntary and provided in-kind, with no grant funds allocated to committee compensation or expenses. Ryan and Moses Finlay will lead curriculum development and production. The committee will provide forestry guidance through one technical review; one educator will review the lesson for clarity, pacing, and classroom usability. Reviews will be completed remotely, with feedback consolidated into one planned revision round within the existing scope, budget, and schedule.

The completed module will be published online, with a distribution-ready link provided to OFRI for its educator channels. School recruitment, classroom trials, workshops, on-site work, and ongoing educator support are outside this scope.

Strategic Alignment and Ongoing Hosting

The project supports OFRI's 2023-2028 Strategic Plan by reaching classrooms beyond traditional field-trip audiences, adding an interactive digital format to OFRI's education portfolio, and demonstrating co-investment with established forestry and fisheries partners. It is designed to complement resources such as Into the Forest and Sourcing from Sustainable Forests rather than duplicate them.

Phase One is financially and operationally self-contained. Post-delivery support from Ryan and Moses Finlay and the Umpqua Fishery Enhancement Derby is limited to basic hosting and routine bug fixes for the completed module for 12 months after launch, using existing infrastructure. Support beyond that period, new features, curriculum updates, and additional modules would require a separate scope and funding arrangement. This proposal creates no expectation of ongoing OFRI support.

Success Measures

- One complete interactive module publicly launched and usable within a single class period.
- One teacher guide and a documented NGSS/Oregon Forest Literacy Plan standards map delivered to OFRI.
- One forestry technical review and one educator review completed, with one consolidated revision round.
- Free public access, OFRI co-branding, and a distribution-ready link for OFRI educator channels.

Budget

The revised request is \$25,000. The Umpqua Fishery Enhancement Derby will serve as grant administrator.

Budget item	Cost
Interactive module content, instructional design, and media integration	\$7,500
Website development, production, and quality assurance	\$8,000
Digital teacher resources for grades 3-5	\$2,500
Standards alignment (NGSS + Oregon Forest Literacy Plan)	\$1,500
Technical content verification and review revisions	\$3,000
Grant administration (Derby, 10%)	\$2,500
Total	\$25,000

The \$3,000 review allocation covers source verification and preparation and implementation of the single technical review round. DTO's donated advisory input is separate from this funded work.

Partner Contributions

To the applicants' knowledge, no other partners have committed cash funding for FY 2026-27. The contributions listed below are in-kind support.

Partner	In-kind contribution
Umpqua Fishery Enhancement Derby	Authentic video footage, fish-count data, partnership record, and project coordination within the scope above.
Douglas Timber Operators	Oregon timber-industry perspective and donated advisory input for the single technical review.
Ryan and Moses Finlay	Existing fish-education prototype, software engineering foundation, and existing technical infrastructure; basic hosting and routine bug fixes for 12 months after launch.

Project Timeline

The schedule assumes board approval and contracting in fall 2026. Dates may be adjusted to match the final award date while preserving a June 30, 2027 launch target.

Task	Target period
Contracting and project kickoff	November-December 2026
Content development and instructional design	December 2026-February 2027
Web development and media integration	January-April 2027
One technical review and one educator review	April-May 2027
Consolidated revisions, launch, and delivery to OFRI	May-June 30, 2027

Attachment: Letter of Support from Arika Nelson, 6th Grade Teacher, North Clackamas Christian School.

Dedication: This proposal honors Jim Dudley, who championed the connection between healthy forests and thriving fisheries for more than 30 years through the Umpqua Fishery Enhancement Derby and Swanson Group. We carry forward his belief that Oregon students should understand how well-managed forests sustain the rivers and fish they depend on.

Teacher Endorsement

Name: Arika Nelson

Role: 6th Grade Teacher

School: North Clackamas Christian School

Date: April 9, 2026

Endorsement

As an elementary educator in Oregon, I strongly support the implementation of Umpqua Fish Learn as an engaging, standards-aligned tool that brings real-world science directly into the classroom. By connecting students to live footage from the North Umpqua River, this program makes abstract ecological concepts tangible, helping young learners understand how forests and watersheds are interconnected systems that support salmon and other native species. The planned forest literacy lessons, covering how streamside trees shade and cool rivers, how root systems stabilize banks and reduce sediment, and how fallen logs create critical fish habitat, will directly reinforce core ideas in life science and earth systems, while also helping students understand how forest management practices sustain healthy watersheds. Additionally, the opportunity for students to observe and count real Chinook, Coho, and Steelhead fosters critical thinking, data analysis, and observation skills aligned with Common Core expectations. Providing free, accessible, and locally relevant content like this is invaluable for fostering environmental literacy and stewardship among Oregon's elementary students.

Arika Nelson, 6th Grade Teacher, North Clackamas Christian School

OREGON FOREST RESOURCES INSTITUTE

List project title: Virtual Canopy (K-12 Programs): immersive training for future natural resources professionals

Goal:

1. Sharing forestry skills with students and new forestry professionals through a virtual platform.
2. Enhance a tool for teachers to use in their classroom without a lot of forestry knowledge.
3. Expand the development of the logging contractor virtual reality experience to include additional professions and forestry topics
4. Increase awareness about forest sector career options.

Background:

The forest sector is a viable, strong, and valuable industry in the Pacific Northwest; highly trained individuals are needed in the woods to meet production demand. Jobs in forest management and manufacturing are essential to building Oregon's community and local economy. Oregon comprises just under 50% forestland and is one of the country's largest lumber and plywood producers. Oregon's Forest Sector is the 3rd largest contributor to Oregon's GDP. Despite our state's deep connection to the forest sector, many people lack awareness of and interest in pursuing these jobs.

Description:

Oregon State University Extension Forestry and Natural Resources seeks funding to expand and enhance our existing forestry career virtual reality (VR) training program. This innovative, gamified simulation immerses students and new workers in virtual logging environments, allowing them to learn about forest operations, safety, and career opportunities in the forest sector.

The current VR experience now includes three educational modules, integrated safety and health components, and a learn-at-your-own-pace exploration mode. The three career-focused modules are:

1. Harvester Operator – participants learn about harvesting trees using a mechanized harvester.
2. Choker Setter – users work through a scenario to correctly attach a choker to a log for yarding.
3. Truck Loader – trainees learn how to load and balance log trucks for transport.

Each scenario begins with a short lesson on the forestry role and includes interactive tasks designed to reinforce core skills. To strengthen safety awareness, participants now begin by

selecting the proper personal protective equipment (PPE) before entering the field. Once in the simulation, players complete safety checks and follow protocols for recognizing and reporting hazards. These modules align with OSHA occupational safety and health standards and Oregon Division 7 rules for logging operations.

The Explore function remains a key feature, allowing users to move freely through the forest and job site environments at their own pace. The enhanced free-roam world features interactive safety signage, demonstrations of safe work zones, and educational callouts that explain best practices. A Glossary of terms with accompanying images has been expanded to include 140 safety-related terms and examples.

With this foundation in place, the proposed funding will support the addition of one or more new forestry career scenarios, such as Timber Cruiser, Wildlife Biologist, or Forest Engineer. This new module will introduce students to another key career pathway in the forest sector through a short lesson and hands-on, scenario-based activity—such as conducting a timber inventory, assessing habitat conditions, or mapping terrain. The new scenario will help broaden exposure to forestry careers beyond logging and enhance workforce exploration opportunities for both students and new industry entrants. Our goal is to host a virtual catalog of the 'Find Your Path' publication, currently offered by OFRI.

Additionally, we have developed preliminary partnerships with OFIC and ODF to gain permission to use 3D videography of forest and forest activities. Student employees will also convert drone-captured and hand-held LiDAR imagery of forest sites into 3D video. These resources together will increase the forest ecology content of the tool, allowing participants to become immersed in actual forests.

A steering committee of teachers and forestry professionals will guide development, including choice of which careers to prioritize and evaluation of the tool and educational programming. A formal presentation and review session will be conducted with project partners, followed by participant surveys to assess learning outcomes and identify areas for future improvement.

To expand access, OSU Extension will host train-the-trainer workshops for Master Woodland Manager Volunteers and educators, who will help implement the curriculum in schools across the state. We are in communication with the Oregon STEM Hub Lending Library and OSU SMILE pre-college programs, and OSU College of Computer Science to assist with curriculum development and distributing the VR headsets and program statewide. The program is downloadable for free onto any set of goggles from SideQuest.

High school students who participated in the training were asked to rank the following statements out of 10. The averages from the 280 respondents are below.

- “I learned something new about forestry and Forestry Jobs” received an 8/10 ranking.
- “I found the activity engaging and would do it again” and received a 7/10 ranking.
- “This activity sparked my interest in learning more about forestry careers” received a 6/10 ranking.

These results show that the VR program successfully engages learners of all backgrounds, increases awareness of forestry careers, and improves safety knowledge. With the addition of a new forestry career scenario, this project will continue to inspire the next generation of forestry professionals while promoting safety, skill development, and innovation in workforce training.

Budget: \$60,000 option

Item	Quantity	Rate	Total
Student Employee (Coding and VR development)	1 (24 hrs/week for 9 mo) including benefits (8%)	\$15.05/ hour	\$19,907
Student Employee (Curriculum development)	1 (24 hrs/week for 9 mo) including benefits (8%)	\$15.05/ hour	\$19,907
Steering committee incentives	5	\$50	\$250
Materials and Supplies (15x Goggles and case); rechargeable batteries and chargers, 2 totebags, 1pad and case	1		\$8,165
Workshop venue, supplies, advertising, and refreshments	3	\$800	\$2,400
Teacher Scholarships	10	\$100	\$1000
Total			\$50,628
OSU Indirect Costs	10%	\$8248	\$59,376

Budget: \$30,000

Item	Quantity	Rate	Total
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Student Employee (Coding and VR development)	1 (20 hrs/week for 2 quarters) including benefits (8%)	\$15.05/ hour	\$10,403
Student Employee (Curriculum development)	1 (20 hrs/week for 2 quarters) including benefits (8%)	\$15.05/ hour	\$10,403
Workshop	2		\$1,600
Total			\$22,405
OSU Indirect Costs	10%	\$3,905	\$26,310

Budget: \$20,000

Item	Quantity	Rate	Total
Student Employee (Coding and VR development)	1 (20 hrs/week for 3 quarters) including benefits (8%)	\$15.05/ hour	\$15,638
Workshop	2		\$1,600
Total			\$17,238
OSU Indirect Costs	10%	\$1,724	\$18,962

Project Timeline:

Below is a project plan to create an additional career path and 3D forest ecology information for the immersive VR experience. This plan details the stages of development, the collaborative efforts required, and the evaluation process that will ensure the project's success.

Month 1: Steering Committee Formation and Bidding Process

We start by forming a steering committee of key stakeholders and experts to identify the best next steps for the career scenario and concept for teaching the forest ecology material.

Months 2-4: Content Development and Software Scoping

During these months, we focus on creating educational content in collaboration with subject matter experts, ensuring it is both engaging and informative. Meanwhile, we'll work to advertise and hire the appropriate students to work on tool development and coding.

Months 4-6: Software Development

The students will then begin developing the software, following the design document. This phase involves coding, 3D modeling, and integrating the educational content, with regular reviews to address any issues. Alpha and beta versions will be tested internally.

Months 7-9: Training, Fairs, and Evaluation

As the software nears completion, we'll deploy it across platforms and conduct training sessions for instructors and students. We'll also hold fairs to showcase the software and gather feedback, while simultaneously evaluating its effectiveness based on user engagement and learning outcomes.

Month 9 Project Wrap-Up and Final Updates

In the final month, we'll address feedback, make necessary updates, and release the final version of the VR software. The project will conclude with a comprehensive report detailing the outcomes, challenges, and lessons learned.

Virtual Canopy: Immersive Training for Future Forestry Professionals



Oregon's forest sector is a cornerstone of the state's economy and community, contributing to the third-largest GDP in Oregon and producing nearly 50% of the nation's lumber and plywood. However, the industry faces significant challenges, including an aging workforce, declining recruitment, and the need for safer, more engaging training methods. Logging remains one of the most dangerous professions in the state, with fatality rates higher than any other occupation, underscoring the critical need for innovative safety education and workforce development initiatives.

The *Virtual Canopy: Immersive Training for Future Forestry Professionals* program leverages cutting-edge virtual reality (VR) technology to address these challenges by creating an engaging and interactive training experience for high school students, career seekers, and new logging employees. By integrating safety education with career exposure, the program promotes forest sector career pathways while reducing workplace injuries.

The VR experience offers three educational components:

1. **Career Scenarios:** Gamified simulations of key forestry jobs, including harvester operator, choker setter, and truck loader, where participants receive safety lessons and complete hands-on tasks in a controlled environment.
2. **Explore Mode:** A free-form exploration of forest ecosystems and job sites designed for flexible, self-paced learning, particularly for task-averse students.
3. **Glossary Resource:** A comprehensive glossary of logging terms and visuals, enhancing familiarity with industry-specific language.



These opportunities are portable, accessible, and scalable, with training sessions available in classrooms, career fairs, and workplaces. OSU Extension currently houses 20 VR headsets for educator use, with additional units deployed by industry partners like the Associated Oregon Loggers, Inc., and the OSU College of Forestry for recruitment and training events.

Objectives:

Increase awareness of forest sector careers and improve recruitment into the industry.

Impact:

Evaluation data from 232 participants, primarily high school students, highlights the program's success:

- **8/10:** Participants learned something new about forestry and forestry careers.
- **7/10:** Found the activity engaging and would participate again.
- **6/10:** Expressed interest in learning more about forestry jobs.
- No significant decrease in engagement or learning outcomes based on prior forestry experience or gender, indicating the program's broad appeal and accessibility.



Participants who found the activity engaging were more likely to report learning about forestry and express interest in forestry careers, demonstrating the effectiveness of gamification in reaching younger audiences.

Virtual Canopy addresses workforce challenges while supporting Oregon's vital forest sector by fostering excitement for forestry careers and enhancing safety awareness. This program is a sustainable and scalable solution to train the next generation of forestry professionals, ensuring the industry remains safe, vibrant, and resilient.

Program Contact:

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to your classroom!



OREGON FOREST RESOURCES INSTITUTE

Title: K-12 Education / Public Education

Expansion of Programming, Recruitment, and Educational Opportunities for Workforce Development in Oregon

Goal:

Build a stronger and more coordinated forestry workforce development system in Oregon by expanding educational opportunities, strengthening Future Natural Resource Leaders (FNRL), connecting students and job seekers directly with employers, and creating centralized resources for forestry careers.

OFRI funding will specifically support the Oregon-based portion of this initiative, including expansion of FNRL programming, new career development events, employer and school outreach, development of forestry training opportunities, a centralized forestry job board, and dedicated workforce development staffing serving Oregon schools, communities, and employers.

Background:

The Western Forestry and Conservation Association (WFCA) has a long history of supporting forestry education, professional development, and collaboration throughout the western United States. As the forestry sector faces a significant wave of retirements - the industry's "silver tsunami" - building a stronger pipeline of new workers has become increasingly important.

Oregon already has strong forestry education and workforce programs, but many operate independently and lack the staffing necessary for continued growth. Future Natural Resource Leaders has demonstrated strong demand from schools, communities, and industry partners, but current staffing has reached capacity. Without additional support, opportunities to expand FNRL into new Oregon communities, support teachers, develop events, and connect students directly with forestry careers will be limited.

At the same time, Oregon employers need a centralized location to promote job opportunities, educators and counselors need better access to forestry workforce information, and students need clearer pathways connecting high school forestry programs to college, technical training, and direct employment.

This project provides the dedicated capacity necessary to connect those pieces.

Description:

WFCA will establish a full-time workforce development position to serve as a central contact between Oregon forestry employers, schools, FNRL programs, colleges, workforce organizations, and other educational partners.

OFRI New Opportunities funding will be directed specifically toward work benefiting Oregon, including:

- Expanding FNRL programming into additional Oregon schools and communities.
- Establishing new forestry Career Development Event locations, including at least one new location in Northeast Oregon during Year 1.
- Supporting existing FNRL teachers and programs while recruiting additional schools.
- Establishing and maintaining a centralized forestry job board through ForestryWorks.
- Working directly with Oregon forestry employers to identify workforce needs and promote available positions.
- Connecting students, educators, counselors, and job seekers with Oregon forestry career opportunities.
- Assisting in development of a logger training program.
- Organizing and making existing forestry workforce information more accessible to schools, employers, and workforce partners.
- Increasing communication and outreach around forestry careers and educational opportunities.
- Building stronger connections among schools, industry, colleges, workforce organizations, and existing forestry education programs.

- Coordinating a statewide forestry workforce event and fundraising auction that highlights students, educators, employers, workforce programs, and career opportunities.

The intent is not to create another stand-alone workforce program. The project is designed to connect and strengthen programs that already exist while providing the staffing and infrastructure necessary to expand successful efforts into areas of Oregon where opportunities are currently limited.

Budget:

The total annual workforce development initiative is approximately \$160,000. For this proposal, WFCA is requesting \$60,000 in OFRI New Opportunities funding, specifically supporting Oregon-based programming and activities.

Category	OFRI Funding Request
Workforce Development Specialist Salary	\$30,000
Oregon Travel & Program Development	\$7,500
Technology & Equipment	\$7,500
Communications & Outreach	\$5,000
Administration & Program Support	\$5,000
Third-Party Job Board / ForestryWorks	\$5,000
Total OFRI Funding Request	\$60,000

OFRI-Funded Oregon Focus

The \$60,000 requested from OFRI will be dedicated directly to Oregon programming and activities within the broader workforce development initiative.

OFRI New Opportunities funding will support staff time dedicated to Oregon schools and employers, Oregon-based travel and program development, FNRL expansion, career development events, communications and outreach, technology and equipment, job board access, employer recruitment assistance, and development of new training opportunities.

The broader workforce development initiative has an annual budget of approximately \$160,000. WFCA has already raised \$165,000 through industry partnerships, with those funds divided throughout the next three years to provide a long term, solid, foundation. OFRI funding will supplement those industry investments while remaining focused on measurable Oregon outcomes and services.

Project Timeline:

Year 1 - 2026/27 School Year

Task	Date
Establish full-time workforce development position	2026/27 School Year
Expand FNRL/Career Development Events into multiple new locations, to include Northeast Oregon in the spring of 2027	2026/27 School Year
Recruit and support additional Oregon FNRL programs	2026/27 School Year
Establish centralized forestry job board through ForestryWorks	2026/27 School Year
Assist development of logger training program with Mt. Hood Community College	2026/27 School Year
Build relationships with Oregon employers, schools, colleges, and workforce organizations	Ongoing
Centralize access to forestry workforce information and career opportunities	Ongoing
Host statewide forestry workforce event and fundraising auction	2026/27 School Year

Year 2 - 2027/28 School Year

Task	Date
Continue and strengthen Oregon activities established in Year 1	2027/28 School Year
Expand FNRL into additional Oregon schools and communities	2027/28 School Year
Host FNRL/Career Development Events in additional new locations	2027/28 School Year
Establish FNRL chapters/programming in two additional western states	2027/28 School Year
Expand direct relationships with Oregon forestry employers	Ongoing
Assist participating employers with promotion and filling of actual job openings	2027/28 School Year
Continue job board, logger training, communications, statewide event, and educational outreach	Ongoing

Year 3 - 2028/29 School Year

Task	Date
Grow Oregon FNRL participation from its current programming	By end of 2028/29 School Year
Reach 50 active programs across Oregon and participating partner states	By end of 2028/29 School Year
Maintain and expand Oregon employer recruitment and placement connections	Ongoing
Continue centralized job board and workforce information system	Ongoing
Continue statewide Oregon workforce event and fundraising activities	Annual
Build a sustainable long-term structure for continued Oregon forestry workforce development	2028/29 School Year

Long-Term Outcome:

By the conclusion of the three-year effort, Oregon will have a stronger and more coordinated forestry workforce pipeline connecting K-12 education, FNRL, postsecondary and technical training, employers, and job seekers.

OFRI's investment will directly increase forestry education and career opportunities within Oregon while creating the dedicated staffing necessary to expand successful programs beyond their current capacity. The intended result is a sustainable system that helps Oregon students see forestry as a viable career, helps educators provide meaningful forestry experiences, and gives Oregon employers a stronger connection to the next generation of workers.

2025-26

Wildlife in Managed Forests Program Report



Submitted to:

Oregon Forest Resource Institute
Board of Directors

Submitted by:

Fran Cafferata
Cafferata Consulting

June 30, 2026



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1.0 Program Overview

The Wildlife in Managed Forests (WIMF) program helps OFRI fulfill its mission to **support the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.** Specifically, the WIMF outreach and communication program helps forest landowners understand how to effectively manage their forests for both healthy wildlife populations and sustainable timber production.

The WIMF program is celebrating nearly 20 years of landowner education and outreach! OFRI launched the WIMF program nearly 20 years ago to provide private landowners and forest managers with clear, science-based guidance on wildlife habitats in managed forests. Over the years, this program has evolved into offering a robust suite of educational publications, conferences and outreach with detailed information on managing forests to support native wildlife species such as marten and fisher, deer and elk, amphibians, bees, songbirds and more. As part of the celebration, OFRI developed a WIMF program sticker (shown below).

We also work closely with researchers and scientists to bring the most current science to forest practitioners. To advance its mission, OFRI contracts with Cafferata Consulting, a woman-owned wildlife consulting company that specializes in bringing together forestry and wildlife researchers and practitioners to manage for wildlife habitat on working forests in Oregon.



Photo: Jordan Benner



"I have found the Wildlife in Managed Forests Series to be the perfect resource to consult for a comprehensive overview of each type of wildlife in the various habitats. They both inform me generally and give great resources to reference for more detailed information. The whole process has also made me realize how little I actually think about "who" is using the woods. Normally, I just manage with the maxim that more diversity in plant species, and more diverse habitat features and legacies from old forests, the better. I think that's basically right, but it's cool to know about the specific species out there. Thank you and well done!"

--Edie Knight, ACF
Senior Forester and Certified Arborist

2.0 Program Summary

The OFRI WIMF program was represented at many events throughout the 2025-26 fiscal year, working toward the goal of promoting wildlife in working forests. We delivered our program to multiple audiences through a combination of online and in-person events. We are especially proud to announce we produced and delivered **WIMF: Forests Working for Wildlife publication celebrating 20 years of the WIMF program and contributions of privately-owned forest land for wildlife!**

2025-26 Accomplishments

- Produced and delivered WIMF: Forests Working for Wildlife publication celebrating 20 years of the WIMF program and contributions of privately-owned forest land for wildlife
- Attended and presented at the OFRI Board of Directors meeting, July 17, 2025
- Steering Committee Meeting and Presentation, September 5, 2025
- Developed and delivered a presentation for the Philomath High School Forestry class about careers in wildlife and forestry, October 2025
- Attended and display at the Oregon Forest Industries Council (OFIC) Annual Meeting, October 2025
- Attended the National Wildlife Society Meeting, October 2025
- Tree School South (Lane) Fran Cafferata and Eliana Pool developed and delivered one class focusing on wildlife habitat management in working forests, October 25, 2025
- Developed and delivered the inaugural State of the State: Wildlife and Forestry Research Summit, October 30, 2025
- Developed and delivered presentation for the OFRI High School Teachers Conference, December, 2025
- Attended the NCASI Forest and Wildlife Focus Group, December 2, 2025
- Developed and delivered WIMF Workshop at the annual Oregon Chapter of The Wildlife Society Meeting February 23 – 25, 2026
- Distributed publications at the annual Oregon Chapter of The Wildlife Society Meeting February 23 – 25, 2026
- Delivered presentation at OSU forestry and wildlife class (Eliana Pool), March 9, 2026
- Clackamas Tree School, March 21, 2026. Eliana Pool and Jacob Owings taught two classes focused on wildlife habitat management
- Attended and presented at the Mass Timber Conference field tour, March 31, 2026
- Developed and delivered WIMF Program at the Family Forest Convention, June 25- 27, 2026

- Participated in the National Council for Air and Stream Improvement (NCASI) Science Update Meetings, Spring and Summer (2026)
- Developed and delivered new fact sheet on stream-associated amphibians
- Reviewed, updated, and revised all OFRI WIMF fact sheets
- Produced social media posts as part of the OFRI social media campaign to build awareness around Oregon's wildlife
- Participated in the Forest Bee Working Group
- Developed and delivered quarterly articles for the *Quarterly Bark* and other landowner newsletters
- Developed and delivered NW Woodlands Article *Integrating Wildlife Data and Technologies into Resource Management Planning* (in future publication)
- Supported the Woodland Fish and Wildlife Group

3.0 Full Program Report

The 2025-26 fiscal year started in July 2025. The OFRI WIMF contractor prepared a PowerPoint presentation summarizing the program accomplishments from the previous year. The presentation was given at the Board Meeting in July and the Steering Committee Meeting in September.

3.1 Program Steering Committee Meeting

The Steering Committee Meeting was held in person in September 2025. Julie Woodward is the Chair of the WIMF steering committee and she is joined by Margeret Miller, also of OFRI. The other steering committee members for the 2025-26 fiscal year were:

- Leif Hansen, Port Blakely
- Jake Verschuyt, National Council For Air and Stream Improvement
- Shannon Vandeventer, Oregon Department of Forestry
- Vanessa Petro, Oregon Department of Forestry
- Jenniffer Bakke, Manulife Investment Management
- Jim Rivers, Oregon State University
- Marie Vicksta, Confederated Tribes of Grande Ronde
- Sam Hanson, Weyerhaeuser Company
- Kristin Rasmussen, Hampton Lumber
- Lorelle Sherman, Oregon State University Extension
- Mike Rochelle, Weyerhaeuser Company
- Rebecca Windle, Giustina Land and Timber
- Riley Stephenson, Starker Forests, Inc.
- Seth Barnes, OFIC
- Susan Barnes, Oregon Department of Fish and Wildlife

3.2 Publications and Posts (Outreach)

The series of WIMF publications are distributed throughout the year at various events (described below). Table 1 indicates how many of each printed publication were distributed for the 2025-2026 fiscal year (downloads not included).

Table 1. Publications distributed during the 2025-26 fiscal year.

WIMF FY 2025-26	# of Publications Distributed
American Beaver	400
Early Seral Associated Songbirds	300
Fish Habitat and Passage	160
Fisher and Humboldt Marten	240
Forest Amphibians	420
Native Bees	440
Oregon Forests as Habitat	300
Forests Working for Wildlife	1,640
Forest Practices Act Reference Series	500
Guide to Priority Plant and Animal Species in Oregon Forests	760
Managing Wildlife - Leave Trees in the Pacific Northwest	400
Annual Total	5,560

Forests Working For Wildlife

We finalized our newest publication - *Forests Working for Wildlife*. This publication highlights the successes of our long-running Wildlife in Managed Forests (WIMF) program and the many ways Oregon's private forest landowners support habitat for native wildlife.

The *Forests Working for Wildlife* publication centers on several themes that continue to shape forest-wildlife stewardship in Oregon:

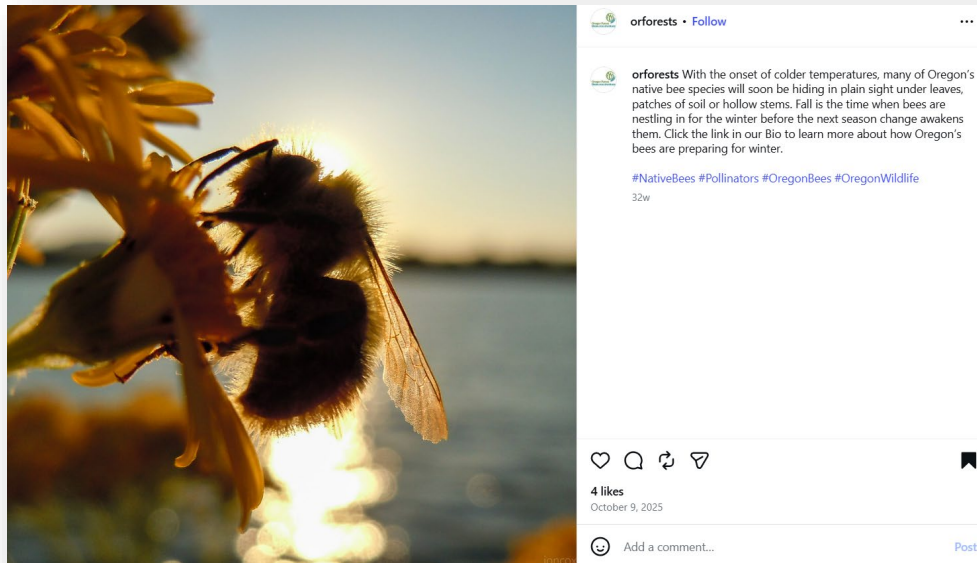
- Forests of all ages provide habitat for wildlife.
- A mosaic of habitat types across the landscape supports a diversity of species.
- Practical management actions can help keep common species common.



The publication also features real world examples, case stories and profiles of private forest landowners that demonstrate how working forests contribute to providing wildlife habitat across Oregon. *Forests Working for Wildlife* is available on OFRI's website and is also found in Appendix A.

Social Media

The contractor (Eliana Pool) continued work with Margaret Miller on a social media campaign highlighting wildlife found in Oregon's forests. The goal is to highlight forest stewardship, sustainable forestry, Oregon's forests and other relevant topics. An example post is shown below:



High School Teacher Conference

The contractor (Jon Cox) worked with Rikki Heath to develop and deliver *Community Science – Discussing some of Today's most Influential Projects* at the OFRI-ONREP Natural Resources High School Educators Conference. Approximately 120 people were at the conference. Presentation is found in Appendix B.

3.3 NCASI Meetings

NCASI's Western Wildlife Program (WWP) helps the forest industry support cost-effective approaches to conserving wildlife and biological diversity in managed forests. OFRI's wildlife contractor attended WWP meetings to better understand current research and to network with NCASI staff and members. We continue to work closely with NCASI staff to communicate research findings to forest landowners as part of the WIMF program.

The objectives of the NCASI Forestry Program are to:

1. Design, implement, and participate in collaborative research.
2. Provide technical support to Member Companies on environmental issues and questions associated with forest sustainability that help inform science-based policy decisions affecting fiber supply or address forest certification expectations.
3. Communicate science findings to deliver value of NCASI products to Member Companies.

The NCASI Forestry Programs includes several focus areas. The OFRI contractor participates significantly in the Biodiversity and Wildlife focus area. Biodiversity is a key metric for quantifying forest sustainability and biodiversity conservation is increasingly seen as part of social responsibility. Demonstrating sustainability of forest practices through biodiversity conservation is critical for Member Companies to manage forests and procure wood without unnecessary regulatory constraints and to demonstrate social responsibility. Thus, there is a need for information on relationships between forest management and biodiversity, including cost-effective methods to address at-risk species on working forest landscapes.

NCASI actions that the OFRI contractor tracks and/or participates in:

- Collating and disseminating data and information on effects of forest management activities on biodiversity and the importance of active forest management for biodiversity conservation
- Monitoring emerging biodiversity-related issues and maintaining liaisons with appropriate non-governmental organizations
- Responding to biodiversity-related expectations within forest certification standards
- Understanding and informing nature-based solutions that include biodiversity metrics or expectations
- Collaborating with the U.S. Fish and Wildlife Service, National Alliance of Forest Owners (NAFO), and other partners to address at-risk and listed species on private forests through programs such as the Wildlife Conservation Initiative (WCI)

3.4 Fact Sheets

The contractor developed a new fact sheet *Amphibians and Forestry* that is part of the WIMF reference series. This fact sheet helps landowners understand how to incorporate management strategies for stream-associated amphibians into riparian areas and surrounding forests. The fact sheet links to our *Forest Amphibians* publication for further detail.

The contractor also reviewed, updated, and revised all of the fact sheets in OFRI's WIMF fact sheet reference series. Fact sheets are available online at OFRI's website and are included as Appendix C.

3.5 The Quarterly Bark

The contractor developed articles for the *Quarterly Bark*, a newsletter aimed at family forest landowners. Many of these articles are shared with editors of other landowner newsletters across Oregon. Articles for the 2025-2026 fiscal year included:

- Inaugural Forest Wildlife Research Summit: State of the State was a success!
- Updated Oregon Forest Facts booklet
- Melittoflora: A tool for selecting plants for native bees By Andony Melathopoulos
- Celebrating 20 years of the Wildlife in Managed Forests Program

Copies of the articles are shown in Appendix D.

3.6 Support for Oregon Tree Farm and Oregon Small Woodlands Association

The contractor (Jon Cox) in collaboration with Lone Rock Timber (Nick Winner) participated in the Family Forest Convention at Big K Ranch June 25 – 27, 2026. The program included a wildlife track designed to provide woodland owners with practical tools they can apply on their own land to support biodiversity while maintaining productive forests.

Program description

Early morning bird walk! Join birders Jon Cox (Cafferata Consulting) and Nick Winner (Lone Rock Timber) for a walk through forested and grassland habitats. 20 people present.

Morning Session **Wildlife Habitat for Songbirds and Pollinators**

The indoor morning session introduced participants to the ecology of woodland songbirds and native pollinators and showcased why these species are important to healthy forest ecosystems. Participants learned practical, science-based approaches to maintaining and enhancing habitat on their properties, including plant selection, structural habitat features, and management practices that support both birds and pollinating insects. Participants also played a hands-on game where participants “Pinned the habitat in the young forest”. Presentation found in Appendix E. 45 people present

Afternoon Field Session – **Pollinator Habitat Installation and Monitoring**

In the afternoon, participants moved outdoors for a hands-on field session. We worked together will prepare and seed a pollinator habitat plot and discuss site preparation, seed mixes, and establishment techniques suitable for small woodland properties. We also included instruction on simple pollinator monitoring methods, and practiced hands-on observing and identifying pollinator activity in the field. 21 people present

3.7 Tree Schools

- Delivered *Integrating Intentional Wildlife Habitat Management into Everyday Forestry Practices* at Tree School South (Lane County). Contractors (Fran Cafferata and Eliana Pool) partnered with Cary Hart (Giustina Land and Timber) to show participants how a practicing wildlife biologist and forester integrate thoughtful wildlife management techniques into everyday forest management such as tree planting, thinning, road building, thinning, and final harvest. How do we maximize the benefit to wildlife while still maintaining the goal of timber production? We will explored recent research and how that translates into management. Presentation is shown in Appendix F.
- Delivered *Integrating Wildlife Data and Technologies into Your Resource Management Planning* at Clackamas Tree School March 2026. Contractors (Eliana Pool and Jacob Owings) worked with Margaret Miller to deliver a presentation helping landowners understand the tools and technology available to them when planning for wildlife. Presentation is shown in Appendix G.

- Delivered *Leveraging Community Science for Inventorying and Monitoring Biodiversity* at Clackamas Tree School March 2026. Contractor (Eliana Pool) utilized materials developed for the Oregon Chapter of The Wildlife Society workshop for this presentation (see description below in Section 3.11).

3.8 Oregon State University and Philomath High School

The contractor (Eliana Pool) delivered *Wildlife and Habitat Management in Working Forests* for a class of forest engineering students at Oregon State University. The focus of the presentation was to teach students how wildlife is considered in forest harvest planning. Approximately 40 students attended. Presentation is shown in Appendix H.

The contractor (Olivia Madigan) delivered *A Day in the Life of a Wildlife Biologist Consultant* for a class of high school students in the forestry program at Philomath High School. The focus of the presentation was to teach students about different job opportunities in wildlife and forestry. Presentation is shown in Appendix I.

3.9 Summit

OFRI partnered with OSU College of Forestry, OSU Extension Service, Oregon Department of Fish and Wildlife, and the National Council for Air and Stream Improvement to host the inaugural Forest Wildlife Research Summit Oct. 30 at Oregon State University in Corvallis. The purpose of the summit was to highlight scientific research on the habitat needs of forest-reliant wildlife and their response to forest management actions.



Our audience included scientists, forest managers, woodland owners, students and others with an interest in forest wildlife. The Summit kicked off with a welcome from Dean DeLuca, Oregon State University College of Forestry and was followed by a panel discussion focused on the State of the State of wildlife and forest research in Oregon. Summit sessions covered a variety of topics related to wildlife research in Oregon, including disturbance and early seral ecosystems, late seral ecosystem management and conservation, and the role of fire and fire-associated species. The summit also featured a panel discussing how research translates to on-the-ground habitat management. We concluded with a final address by Director Debbie Colbert from Oregon Department of Fish and Wildlife.

Agenda and full program are shown in Appendix J.

3.10 Oregon Forest Industries Council

The contractor participated and assisted with the OFRI booth at the annual meeting of the Oregon Forest Industries Council. Publications were distributed throughout the event and approximately 100 people were in attendance.

3.11 The Wildlife Society and Society of American Foresters

Contractor developed and delivered *Leveraging Community Science for Wildlife Research and Education* Workshop at the Oregon Chapter of The Wildlife Society February 2026 Annual Meeting. Contractor (Eliana Pool) partnered with Lorelle Sherman (WIMF Steering Committee Member and OSU Extension).

The workshop focused on:

- Understanding how to collect and contribute biodiversity data to science utilizing community science platforms
- Understanding the best practices for data collection by community science platform and taxa
- Exploring the data analysis capabilities of community science platforms and how they can inform research
- Identifying ways to incorporate community science into teaching, research, and outreach



Amphibians and Forestry

A growing body of research supports the importance of amphibians for forest health. Amphibians play a distinctive role in forest ecosystems, as they are centrally positioned in food webs as both key predators and prey. Their unique life history also functions to move energy between aquatic and terrestrial ecosystems. Here we help forest landowners and operators understand where stream-associated amphibians are found and how to support them through forest management.

Understanding how to incorporate management strategies for stream-associated amphibians into riparian areas and surrounding forests contributes to wildlife conservation and is an important component of forest sustainability.

More than 30 amphibian species can be found in Oregon's forests, occurring across wet and dry forested areas. Five of these species — all of which are stream-obligates during their early development — influenced the adoption of new forest practice rules in 2022. For detailed species accounts, refer to the [Forest Amphibians](#) publication. These species are:

- Columbia torrent salamander
- southern torrent salamander
- coastal giant salamander
- Cope's giant salamander
- coastal tailed frog

WHERE ARE THESE SPECIES FOUND?

Small streams in forested headwaters provide cold water and substrates habitat for stream-breeding amphibians such as coastal giant salamanders, torrent salamanders and tailed frogs. Torrent salamanders can occur in intermittent or ephemeral headwater streams with small substrates, whereas giant salamanders and tailed frogs can use large and small perennial streams and prefer larger substrates. After metamorphosis, these species disperse to stream banks and nearby forested habitats. Down wood and other habitat elements, such as rocky stream edges, leaf litter, habitat piles and root wads, are essential refugia for these species and maintain a stable, moist microclimate.

WHAT ARE SOME THREATS TO AMPHIBIANS?

- habitat loss, degradation and fragmentation, particularly from land use change
- altered water levels, flow or temperature
- loss of clean water sources
- environmental contaminants
- disease



Columbia torrent salamander. Photo by Matt D'Angrosa. CC-BY.



Southern torrent salamander. Photo by Todd Pierson. CC-BY-NC.



Coastal giant salamander. Photo by Hilary Rose Dawson. CC-BY.

BEST MANAGEMENT PRACTICES FOR AMPHIBIANS?

Managing riparian areas with amphibians in mind will benefit stream-obligate species such as the Columbia torrent salamander and the southern torrent salamander for breeding, rearing, and foraging. Other stream-dwelling species such as the Cope's giant salamander, coastal giant salamander, and coastal tailed frog will also benefit, as they require cold, clear, fast-moving streams for breeding.

- limit equipment use near streams
- retain vegetation in riparian zones
- create connectivity to forested uplands and over ridgelines by providing a mosaic of down wood
- retain down wood in and out of riparian zones
- minimize movement of down wood
- minimize damage to down wood
- maintain canopy cover
- minimize disturbance to stream-side vegetation and microhabitats
- retain forested corridors

AMPHIBIAN MANAGEMENT CHECKLIST

Pre-harvest planning

- ☐ Do I have riparian areas in my planned management area?
- ☐ Am I within the range of torrent or giant salamanders, or tailed frogs?
- ☐ Are there other amphibians I should be thinking about?
- ☐ Do I know which forest practice rules apply?
- ☐ What habitat elements are present for amphibians?
- ☐ Have I communicated my management expectations with my operator?
- ☐ Can I provide connectivity?

During harvest

- ☐ Monitor to make sure expectations are being met.

Post-harvest

- ☐ Evaluate management action – did I provide for amphibians?
- ☐ Monitor the site for amphibians.



Cope's giant salamander. Photo by Tom Field. CC-BY.



Coastal tailed frog. Photo by Ken-ichi Ueda. CC-BY.

SOURCES & MORE INFORMATION

[Oregon Forest Resources Institute - Oregon's Forest Protection Laws: An Illustrated Manual 2025](#)

[Wildlife in Managed Forests: Forest Amphibians](#)

[Inventory and Monitoring: recommended techniques for reptiles and amphibians](#)
Partners in Amphibian and Reptile Conservation



ABOUT THE OREGON FOREST RESOURCES INSTITUTE

The Oregon Forest Resources Institute supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.

Download more Wildlife in Managed Forests publications at [KnowYourForest.org](https://www.knowyourforest.org). Permission granted to copy without change.



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Integrating Wildlife Data and Technologies into Management Planning

By **MARGARET MILLER, CF,**
ELIANA POOL, and JACOB
OWINGS

Forest and land management planning looks different today than it did in the past. While many of the same goals remain, plans now consider a broader range of values beyond timber, including integrative pest management, wildlife, and habitat. For many landowners, supporting wildlife is a primary objective. This shift has led landowners and natural resource professionals to integrate wildlife considerations more intentionally into their planning, alongside modern tools that enable informed, data-driven decisions. Integrating wildlife data and digital technologies can enhance ecological outcomes, support regulatory compliance, improve habitat quality, and help align management actions with broader habitat conservation goals. Drawing on a recent Tree School presentation by the Oregon Forest Resources Institute and Cafferata Consulting, this essay explores practical ways to incorporate these tools and data into resource management planning.

Foundations of wildlife-oriented management

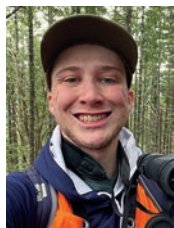
At the core of integrating wildlife into resource management is a structured decision-making process. Using this approach, landowners begin by assessing their property's current conditions. This



Margaret Miller



Eliana Pool



Jacob Owings

includes identifying existing wildlife species, evaluating habitat features, and recognizing ecological patterns. To simplify this process, we ask landowners to consider four key questions: Which species are currently present? Which habitat features exist? Which species or habitats should be promoted? Which species may pose challenges? These questions form the foundation of the Fish and Wildlife section of the Oregon Unified Forest Management Plan (<https://tinyurl.com/yjd95xt2>).

Developing targeted, site-specific strategies doesn't have to be complicated. Noticing details, such as the presence of pollinators or ground-nesting birds, can inform decisions about vegetation management, canopy structure, and the timing of operations. Equally important is identifying habitat features that are critical to supporting biodiversity—such as water sources, snags, dense understory vegetation, and canopy gaps. These elements help determine which species may be present on a property. By evaluating these features early in the planning process, landowners can align their management objectives with ecological realities and restoration goals.

The role of technology in modern planning

While traditional field observations remain essential, modern technologies significantly enhance the collection, analysis, mapping, and monitoring of wildlife data. Tools such as Landmapper, IPaC, iNaturalist, eBird, and Google My Maps provide accessible, powerful ways to integrate spatial and biological data into management plans.

Landmapper: establishing the baseline

Landmapper is an easy entry point for many landowners in Oregon and Washington. This user-friendly online tool makes it simple to create maps of your property, with no GIS experience

required. You do not need to define an area of interest or use complex tools. Simply search for your address or a location, navigate to your property, and select your tax lot(s). Landmapper quickly generates clear, customized maps and reports that highlight key features, including soils, forest types, topography, and streams.

The maps created can also reveal patterns that may not be obvious in the field, such as intermittent headwater streams. These details help landowners understand how different parts of their property connect and function, enabling more informed decision-making. These insights can guide actions such as thinning, planting, and maintaining functional habitats.

Recently, a new feature was added that lets Landmapper users export their selected parcels as shapefiles, making it easier to use property data in other applications. While occasional technical issues, such as projection differences, can arise, simple workarounds, like converting files to KML, can help ensure smooth integration with other platforms. Additionally, there are free, easy-to-use online tools (<https://mygeodata.cloud/converter/shp-to-kml>) for KML conversions, should they be necessary.

IPaC: understanding regulatory and conservation context

The U.S. Fish and Wildlife Service's Information for Planning and Consultation (IPaC) tool (<https://ipac.ecosphere.fws.gov>) provides information on federally listed threatened and endangered species and federally designated critical habitat that may occur on a property. The federal government does not map critical habitat on private lands; however, it may be near a landowner's parcel, and knowing this can inform management decisions. By uploading a property boundary, including the Landmapper output file, users can generate an environmental report iden-

tifying species of conservation concern and their associated habitats.

This information is valuable for conservation planning. For example, if the report identifies a species such as the monarch butterfly, landowners can incorporate targeted management practices into their plan. These may include planting native milkweed (the monarch's host plant), adjusting mowing schedules, and maintaining open meadow habitats.

Importantly, IPaC does not dictate management actions but provides a framework for informed decision-making, serving as an informal federal tool that supports intentional management. When used alongside other resources, such as the Oregon Forest Resources Institute's *A Guide to Priority Plant and Animal Species in Oregon Forests*, IPaC helps landowners proactively address conservation needs while continuing to meet forestry management objectives.

Community science platforms: expanding data availability

Community science platforms, such as iNaturalist and eBird, are increasingly important for collecting and monitoring wildlife data. These tools enable everyday users to record observations, identify species, and contribute to large-scale datasets that inform research, best management practices, and conservation.

iNaturalist, for example, lets users upload photos and audio recordings of organisms to a platform with powerful AI tools and a user community that includes many species experts who help review submissions. The platform provides valuable data on potential species presence, distribution, habitat use, and seasonal patterns. However, users must exercise caution when interpreting iNaturalist data, as it comes with caveats. For instance, species absence cannot be inferred from these datasets. (In other words, just because a species hasn't been observed doesn't mean it's not there.)

Similarly, eBird is a comprehensive platform for avian data. It provides maps of bird species, abundance data,

and detailed records that can inform habitat management decisions. For example, identifying the presence of a bird of conservation concern, such as the olive-sided flycatcher, may prompt management actions, including retaining snags and maintaining edge habitat in certain areas.

These platforms give landowners access to information once available only to researchers. By incorporating participatory science data into planning, landowners gain a clearer picture of biodiversity at both the local and landscape levels and can adapt their management strategies accordingly.

In addition to exploring community observations, these platforms can document conditions on one's property. After creating a (free) account, landowners can upload photos, record species sightings, and add detailed notes on habitat conditions or seasonal changes. Over time, this builds a record of observations that can be revisited, updated, and used to evaluate how management actions affect the landscape. By combining community data with personal observations, landowners develop a more complete, site-specific understanding of their property. This data can also be easily exported in formats that can be uploaded to other mapping tools and incorporated into management plans.

Spatial visualization and decision support

One of the most powerful aspects of integrating technology into resource management is the ability to visualize data spatially. Free mapping tools such as Google My Maps (<https://www.google.com/maps/about/mymaps/>) allow users to combine multiple datasets into a single interactive, savable, and exportable map.

By importing data, such as Landmapper-generated files, downloaded iNaturalist observations, and personally collected data, landowners can create a comprehensive view of their property. This information can inform decisions about where to retain, create, or restore habitat features, such as wetlands, nesting sites, and wildflower patches, and can also track management activities, such as brush treatments or planting areas, over time.

Landscape-level, spatial approaches offer several advantages. First, they improve communication, including reporting, by providing a visual representation of landscape features and management activities. Second, they support better decision-making by highlighting potential relationships among features and activities. Third, they enable ongoing monitoring and adaptation as conditions change.

For example, a landowner may use



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Google My Maps to identify areas where wildlife observations overlap with planned management activities. This can help prevent unintended impacts and ensure that conservation goals are integrated into operational timelines and decisions.

Integrating data into the management plan

The goal of using wildlife data and technology is to support the development of a clear, actionable management plan. However, it is important not to become overwhelmed by the many available tools and information. Start with what feels manageable and build from there.

By bringing together data from tools like Landmapper and IPaC, as well as from community science platforms such as iNaturalist and eBird, landowners can begin to build a more complete picture of their property. This combined information helps identify available resources, how different areas function, and where opportunities or constraints exist.

A good place to start is to look at what already exists on your land. What habitats are present? Which species are you observing? From there, you can consider small, achievable actions to enhance those features rather than trying to do everything at once. After all, the beauty is in the details.

As you become more familiar with your property and these tools, it becomes easier to define management objectives grounded in real-world conditions. You can begin to prioritize actions, such as protecting sensitive



Jacob Owings presenting at Tree School, March 2026.

habitat, improving conditions for specific species, or focusing active management where it makes the most sense.

Routine monitoring and observation are essential. By revisiting sites, taking notes, and regularly updating your data, you build a track record that serves as a feedback loop, helping you learn what's working and what needs adjustment. This process builds confidence and supports adaptive management, allowing your plan to evolve as conditions change.

Ultimately, integrating wildlife data isn't about having perfect information from the start. It's about using available tools to make informed decisions, taking incremental steps, and adjusting over time to support both your goals and your forest's health.

Conclusion

These tools offer significant potential, but they are most useful when used step by step. Like many of you, we

are still learning how to use them and discovering new ways they can support land management. These tools are also continuously improving. Building and maintaining accounts over time makes tracking updates easier.

We hope this introduction gets you excited to explore your property, make your own observations, and develop a more comprehensive plan over time. Looking ahead, we hope to continue offering this course and to create additional opportunities to learn together. ■

MARGARET MILLER is the Forest Landowner Education Manager at the Oregon Forest Resources Institute, where she develops programs that help landowners better understand forest stewardship. A certified forester with the Society of American Foresters, she has 15+ years of experience in natural resource management. Margaret holds a bachelor's degree and a master's certificate from Michigan State University's College of Forestry. She is passionate about education and connecting people to forests. Growing up in a tree-farming family, she brings both professional expertise and a personal connection to her work.

ELIANA POOL is a Wildlife Biologist with more than 10 years of experience in wildlife science and natural resource management. She has worked with agency, private, Tribal, and institutional partners across the Pacific Northwest and is passionate about using emerging technologies to support collaboration and stewardship. Eliana serves on the board of the Oregon Chapter of The Wildlife Society, where she leads the Student and Early Career Professional Committee and was recognized in 2026 with the Oregon Society of American Foresters Young Forester Leadership Award.

JACOB OWINGS is a Wildlife Technician with Cafferata Consulting who has worked in Oregon for four years. He specializes in avian work but also conducts vegetation and habitat analysis surveys. Outside of work, he is an avid birder and hiker and enjoys wildlife photography.



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SAF NATIONAL CONVENTION ORGANIZED SESSION:

Blurring Boundaries Between Forest and Wildlife Management

WEDNESDAY, OCT. 7TH
1:30-5:30PM

MARIOTT DOWNTOWN
ROOM: CHAMBERS BAY II

Speakers will share current research from foresters' and wildlife biologists' viewpoints (although with "blurred lines", we challenge you to determine who is who).

Photo Credit: Nuveen Natural Capital



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A. PUBLIC EDUCATION

1a. Educational advertising impressions

Number of TV Educational Media Impressions
 Number of Digital Media Impressions
 Number of online streaming and social media impressions
 Number of Trade Print Media Impressions
TOTAL Impressions

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
38,728,105	33,953,064	21,459,715	28,640,578	24,051,247
17,587,666	32,319,536	6,577,367	14,214,972	16,179,517
49,932,129	49,288,818	27,285,466	27,022,399	27,354,443
12,712	12,712	12,712	12,712	12,712
106,260,612	115,574,130	55,335,260	69,890,661	67,597,919

1b. Educational outreach

Number of printed publications distributed
 Number of individuals/entities who placed publication orders
 Number of PLANTED signs distributed

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
67,222	127,095	N/A	50,809	54,181
N/A	N/A	N/A	N/A	204
N/A	N/A	N/A	19	33

1c. Collaboration

Number of joint/co-invested projects
 Number of partners

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
71	71	75	45	
>160	>160	>160	72	

B. EARNED AND NEW MEDIA

1a. Earned media

Number of contacts with news media
 Number of news releases issued by OFRI
 News media articles that used OFRI as a source

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
14	11	9	15	12
7	8	8	7	6
N/A	N/A	N/A	10	15

1b. New Media

All Websites

Average number of web visits per month
 Total number of downloads

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
16,420	17,755	13,261	11,769	13,482
9,154	10,221	7,952	5,623	3,213

OregonForests.org

Average number of web users per month
 Number of downloads
 Users visiting three pages or more
 Emails generated through ASK A FORESTER
 Pageviews of About OFRI
 Users that spent more than 60 seconds on the website

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
14,502	7,703	11,246	10,254	10,057
4,568	3,924	5,125	4,319	2,607
N/A	N/A	N/A	6,203	6,660
N/A	N/A	N/A	N/A	6
N/A	N/A	N/A	2,122	1,472
N/A	N/A	N/A	23,345	22,564

LearnForests.org

Average number of web users per month
 Number of downloads

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
612	668	422	521	1,045
3,581	3,701	1,376	244	NA

KnowYourForest.org

Average number of web users per month
 Number of downloads

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
1,188	957	857	468	1,517
933	857	1,152	633	238

OFRI PERFORMANCE MEASUREMENTS - Fiscal Year 2025-26 (July 1, 2025 - June 30, 2026)

OregonForestFacts.org

Average number of web users per month
Number of downloads

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
97	177	126	210	361
N/A	N/A	N/A	247	246

OregonForestLaws.org

Average number of web users per month
Number of downloads

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
118	8,250	610	316	502
72	1,739	299	180	122

eNews public newsletter

Number of newsletters sent
Average monthly size of mailing list

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
15	14	13	11	9
1,641	1,689	982	981	979

"Forestry for the Classroom" K-12 newsletter

Number of newsletters sent
Average size of mailing list

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
3	5	3	6	3
2,541	2,528	2,224	2,213	2,211

OFRI YouTube Channel

Total number of views
Number of subscribers to OFRI's public education YouTube channel
Average run time percentage of each of OFRI video's viewed

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
666,476	2,974,000	1,366,260	865,107	5,742,586
N/A	N/A	N/A	2,308	3,468
N/A	N/A	N/A	78	95

Social Media

Number of blogs
Total number of blog visits
Facebook followers
Facebook post likes and reactions
Facebook post shares
Facebook post comments
X followers
X post likes
X post shares (reposts)
X post comments (replies)
Instagram followers
Instagram post likes
Instagram post shares
Instagram post comments
Threads followers
Threads post likes
Threads post shares (reposts)
Threads post comments (replies)
LinkedIn followers
LinkedIn post likes and reactions
LinkedIn post shares
LinkedIn post comments

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
13	12	4	4	6
12,546	10,653	13,807	6,158	1,518
10,940	11,356	11,462	11,496	11,833
N/A	N/A	N/A	2,709	8,438
N/A	N/A	N/A	270	640
N/A	N/A	N/A	249	1,526
1,836	1,868	1,882	1,779	1,737
N/A	N/A	N/A	65	0
N/A	N/A	N/A	N/A	0
N/A	N/A	N/A	N/A	0
1,318	1,485	1,598	1,677	1,917
N/A	N/A	N/A	897	1,390
N/A	N/A	N/A	39	92
N/A	N/A	N/A	19	25
N/A	N/A	438	504	511
N/A	N/A	N/A	N/A	151
N/A	N/A	N/A	N/A	13
N/A	N/A	N/A	N/A	7
N/A	N/A	713	1,067	1,446
N/A	N/A	N/A	1,460	1,917
N/A	N/A	N/A	147	224
N/A	N/A	N/A	69	38

C. K-12 EDUCATION

1a. OFRI direct contact with educators

Number of OFRI K-12 forestry education materials distributed (not including teacher packets)
New to ordering K-12 publications from LearnForests.org only
**inaccurate inventory recorded*

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
7,760	*	*	22,761	25,502
N/A	N/A	N/A	N/A	

1b. Number of students participating in classroom forestry programs (Talk About Trees)

Number of statewide students in classroom programs

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
41,242	56,048	49,960	53,638	76,464

OFRI PERFORMANCE MEASUREMENTS - Fiscal Year 2025-26 (July 1, 2025 - June 30, 2026)

Number of teachers and adults receiving classroom programs
 Number of new teachers requesting classroom forestry programs (self-selected)
 Total Number of Counties served (36 total)

N/A	N/A	N/A	10,768	3,666
N/A	N/A	N/A	N/A	691
N/A	N/A	N/A	23	22

1c. Number of students participating in field forestry programs

Number of statewide students in field forestry programs
 Number of adults accompanying students in field forestry programs
 Total number of participants in field forestry programs
 Number of new teachers in field forestry programs (self-selected)
 Total number of counties served (36 total)

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
	13,613	11,961	17,388	18,992
718	2,083	1,926	2,209	2,667
5,187	15,696	16,795	19,597	21,659
N/A	N/A	N/A	N/A	81
N/A	N/A	N/A	N/A	16

1d. Number of educators participating in one-day professional development workshops

Number of educators participating in one-day workshops
 Number of students reached by these educators

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
311	585	666	616	798
48,875	65,250	90,210	89,100	106,440

1e. Number of educators participating in multi-day professional development workshops

Number of educators participating in multi-day forestry programs
 Number of students reached by these educators

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
411	280	187	239	29
39,470	30,000	26,220	32,160	4,500

OFRI PERFORMANCE MEASUREMENTS - Fiscal Year 2025-26 (July 1, 2025 - June 30, 2026)

1f. Number of educators participating in one- and multi-day professional development workshops

Total number of educators participating in forestry programs
 Number of new educators participating in forestry programs (self-selected)
 Number of students reached by these educators
 Total number of counties served (36 total)

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
722	865	835	834	803
N/A	N/A	N/A	267	114
88,345	95,250	112,470	121,260	98,705
N/A	N/A	N/A	28	27

1g. Number of educators and students participating in programs focused on forest sector workforce development

Number of secondary students reached by career programs
 Number of Teachers and Adults reached by career programs

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
488	1,034	1,110	1,489	4869
N/A	N/A	N/A	108	211

1h. Total number of students and educators statewide (summary)

Number to students participating in field forestry programs
 Number of students reached by educators participating in forestry professional development
 Total number of students statewide
 Number of teachers and adults statewide
 Total number served statewide

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
N/A	N/A	N/A	72,515	100,325
N/A	N/A	N/A	121,260	98,705
N/A	N/A	N/A	193,775	199,030
N/A	N/A	N/A	3,151	7,136
N/A	N/A	N/A	196,926	206,166

D. Forest Landowner Education

1a. Number of training sessions, participants in training activities and participant evaluations where feasible to measure learning

Number of OFRI-supported landowner training sessions
 Number of participants in training workshops or activities
 Total number of counties (events hosted in) (36+1 virtual total)
 Number of first-time participants (self-selected)

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
78	65	62	101	92
4,529	4,702	4,544	4,551	4,494
N/A	N/A	N/A	29	31
N/A	N/A	N/A	397	513

E. All Programs

Number of forums, tours and conferences
 Number of participants

FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26
7	5	7	14	30
5,097	963	520	1,861	3,557

Number of outreach presentations
 Number of participants

10	14	11	13	21
536	660	580	640	964

Number of OFRI display venues
 Number of participants

9	13	12	19	24
1,715	2,982	3,485	8,265	59,832

FISCAL YEAR 2025-26



Oregon Forest
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ANNUAL REPORT



The importance of collaboration

When the Oregon Forest Resources Institute (OFRI) adopted an updated strategic plan three years ago, it included the priority of supporting forest sector workforce development.



We kicked off efforts to meet that goal this past spring when we convened a group of 50 leaders from across the sector, as well as K-12 and post-secondary education, to develop practical, collaborative recommendations and next steps to address the challenges of recruiting and training the next generation of forestry workers.

I was encouraged by the conversations we had at the OFRI Workforce Summit and the enthusiasm I saw for helping young Oregonians learn about the opportunities to have a meaningful career like the one I'm having in the forest sector.

As I reflect on the summit and all we've accomplished across our forest education programs for the public, K-12 teachers and students, and landowners over the past fiscal year, it's OFRI's role as a convener, collaborator and partner that stands out.

Our public education program partnered with Oregon State University and the University of Idaho to publish *The 2026 Forest Report* highlighting the substantial economic contributions of Oregon's forest sector.

The K-12 education program and its partner organizations provided field forestry education to more than 100,000 students, and this past spring, a record number of high school students participated in our annual Oregon Envirothon competition.

Last fall, the landowner education program collaborated with wildlife biologists and wildlife researchers on the inaugural Forest Wildlife Research Summit to help forest managers and woodland owners build upon the strong work currently underway and go even further to improve management practices for the benefit of wildlife.

These are just a few highlights from the past fiscal year. Read on to learn more about our work in 2025-26 to help Oregonians understand the social, environmental and economic benefits of our forests.

— Paul Betts, chair, OFRI board of directors

OFRI by the numbers

NEW OR UPDATED PUBLICATIONS

- *Forests Working for Wildlife* – a publication highlighting the contributions of working forests as wildlife habitat
- *Into the Forest* – an educational publication for students in grades 5-6
- Oregon Garden Natural Resources Education Program brochure – an informational pamphlet promoting OFRI's educational programming at The Oregon Garden
- *Resources for Family Forest Landowners* – a guide to technical, financial and educational resources for family forest landowners
- *The 2026 Forest Report* and *Oregon's Forest Economy* – a 92-page report and 16-page summary booklet highlighting the economic contributions of Oregon's forest sector

PUBLICATIONS DISTRIBUTED

- Printed publications distributed: 54,181
- Digital publications downloaded: 3,213

DIGITAL METRICS

- Facebook (11,833 "likes")
- Instagram (1,917 followers)
- LinkedIn (1,446 followers)
- Threads (511 followers)
- YouTube (5,742,586 total views)

EVENTS, WORKSHOPS AND PROGRAMS

- Community outreach presentations: 21 (with 964 total participants)
- Displays at events: 24 (with 59,832 total participants)
- Forums, tours and conferences: 30 (with 3,557 total participants)
- K-12 educator professional development workshop attendees: 803
- Landowner workshops: 92 (with 4,494 total participants)
- Students who participated in OFRI-supported field forestry programs: 100,325

OFRI STRATEGIC PLAN

The Oregon Forest Resources Institute Strategic Plan 2023-28 is available to download at OregonForests.org/about-ofri.

LANDOWNER EDUCATION

OFRI encourages sustainable forestry by helping to educate landowners and forest professionals. For more information, visit [KnowYourForest.org](https://www.knowyourforest.org).



Summit highlights wildlife research

OFRI organized the inaugural Forest Wildlife Research Summit, held last October at Oregon State University in Corvallis, to highlight scientific research on the habitat needs of forest-reliant wildlife and their response to forest management actions.

The summit provided the opportunity for scientists, forest managers, woodland owners, students and others with an interest in forest wildlife to discuss current research on the diverse array of wildlife species that depend on forests, as well as how research translates to on-the-ground habitat management.

TRAINING OFFERS GUIDANCE ON OAK HABITAT RESTORATION

More than 65 people attended a one-day training for landowners OFRI co-hosted in partnership with the Pudding River Watershed Council and The Oregon Garden that offered practical, real-world strategies for restoring Oregon white oak habitat and improving overall forest health.

The April 24 training in Silverton included a field tour of ongoing restoration work in The Oregon Garden's oak grove with live demonstrations of brush clearing and the use of an air curtain incinerator.



NEW PUBLICATION FOCUSES ON WILDLIFE STEWARDSHIP

In celebration of its 20th anniversary, OFRI's Wildlife in Managed Forests program released *Forests Working for Wildlife*, a new educational publication detailing the many ways Oregon's private forest landowners support habitat for native wildlife.



Below, from left:

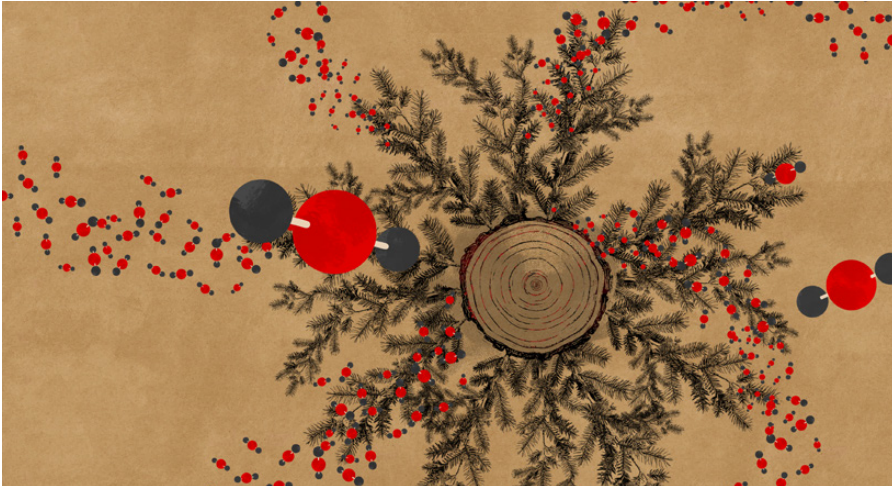
The landowner education program supported the Oregon Small Woodlands Association's 2026 Family Forest Convention and the Oregon Tree Farm System's Tree Farmer of the Year Tour at the Big K Guest Ranch in Elkton.

OFRI was a sponsor and exhibitor at Oregon State University Extension Service's Tree School events, which offer educational opportunities for forest landowners.



PUBLIC EDUCATION

OFRI works to advance public understanding of the social, environmental and economic importance of Oregon's forests. For more information, visit OregonForests.org.



New animated ads debut

OFRI released two new animated educational advertisements that aired in television markets statewide, as well as on streaming services and social media, this past spring.

The ads were part of a multiweek campaign aimed at informing Oregonians about the importance of replanting trees after logging to sustain forests — and all the benefits they provide — for future generations.

Although the educational advertising program has long been a part of the Institute's work to advance the public's understanding of the social, environmental and economic benefits of Oregon's forests, this is the first time OFRI has produced animated ads. The animation was created for OFRI by the Portland-based video production and animation studio Deep Sky.

REPORT DETAILS FOREST SECTOR'S ECONOMIC IMPACT

The 2026 Forest Report, a new OFRI-commissioned report compiled by researchers from Oregon State University and the University of Idaho, synthesizes and interprets the most recent data and research related to Oregon's forest resources and the economic contributions of the state's forest sector.

As a supplement to the 85-page report, OFRI published *Oregon's Forest Economy*, a 16-page booklet that summarizes key points. Data and information from both publications can be found online at TheForestReport.org.



Trees & Wood Products



CELEBRATING THE OREGON GARDEN'S 25TH ANNIVERSARY

As The Oregon Garden marked its 25th anniversary this summer, OFRI celebrated its more than two-decade partnership with the Silverton attraction to provide forest education to Oregonians of all ages.



On June 30, OFRI and The Oregon Garden held a joint anniversary celebration in the Rediscovery Forest, a 15-acre demonstration forest in the garden that OFRI manages for educational purposes. To mark the anniversary, OFRI also developed a pair of interpretive signs for display at The Oregon Garden that highlight the partnership.



OFRI SPONSORS HOOD TO COAST

To help the 19,000 runners and walkers who spend a good portion of the 196-mile Hood to Coast route passing by forestland learn about sustainable forestry practices, OFRI sponsored the 2025 relay and gave away a commemorative poster at the finish line festival in Seaside.

In addition to a booth at the finish line, OFRI's sponsorship included a full-page ad in the relay handbook, features in the Hood to Coast newsletter and on its social media, and a dedicated email blast to all participants.

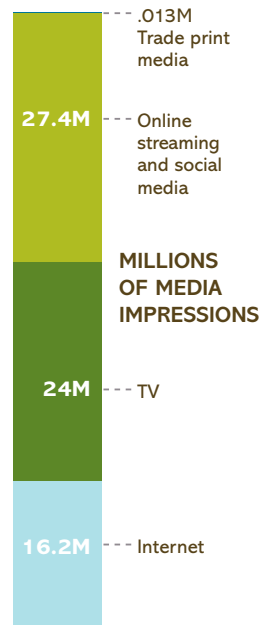
DIGITAL REACH

Website (monthly average)			
Visits	13,482	Downloads	3,213
YouTube			
Subscribers	3,468	Views	5.7 M
Facebook			
Followers	11,833	Likes/reactions	8,438
Instagram			
Followers	1,917	Post likes	1,390
LinkedIn			
Followers	1,446	Likes/reactions	1,917
Threads			
Followers	511	Likes	151

OFRI continues to expand its digital reach through websites, YouTube and social media.

EDUCATIONAL ADVERTISING IMPRESSIONS

67.6M TOTAL



FY 2025-26

OFRI's annual educational advertising campaign included trade print media, digital streaming services, social media and TV, as well as internet and search engine ads.

Previous page, from left:

OFRI's social media intern, Emma Knapton, created a stop-motion animated video, "Carbon in Oregon's Forests," about carbon distribution in the forest.

During the 2026 International Mass Timber Conference in Portland, OFRI helped organize a forest tour highlighting Oregon's sustainable forestry practices.

Below, from left:

OFRI designed a commemorative poster for the 2025 Hood to Coast relay that won a Gold Award from the Association for Communication Excellence.

OFRI created two new interpretive signs about the Institute's longtime partnership with The Oregon Garden in Silverton that were displayed during the garden's 25th anniversary celebrations in June.



K-12 EDUCATION

OFRI provides curriculum, classroom materials, workshops and field trip opportunities to increase forest literacy among K-12 teachers and students. For more information, visit LearnForests.org.



Summit focuses on pathways from classroom to workforce

OFRI, in partnership with the Western Forestry & Conservation Association (WFCA), hosted a two-day summit in May focused on strengthening Oregon's forest sector workforce and educational pathways into natural resource careers.

The OFRI Workforce Summit, which took place May 13-14 in Bend and coincided with WFCA's Mapping the Course conference, brought together 50 leaders from across the forest sector and K-12 and post-secondary education to examine the current workforce landscape, identify challenges and gaps in education and career pathways, and develop practical, collaborative recommendations and next steps for supporting sector workforce development.

A report summarizing what the presentations and breakout discussions covered during the summit, as well as outlining possible strategies to build and sustain a workforce adequate to meet Oregon's forest sector needs, is available to download from OFRI's website, OregonForests.org.

OFRI FUNDS NEW OUTDOOR LEARNING PAVILION

OFRI helped fund a project led by the Oregon Women in Timber to build a new outdoor learning pavilion at the Oregon Department of Forestry's Astoria District Office for students to use during the Clatsop County Sixth Grade Forestry Days, which are held at the district office each September.

Each year, the more than 400 students who participate in Sixth Grade Forestry Days receive hands-on experience and get a firsthand look at possible career opportunities in natural resources as they rotate through 10 outdoor stations. The new 16-by-24-foot timber pavilion, which is also open for community use, is the first permanent structure built for the event.





SUPPORTING EDUCATORS

The K-12 education program provided networking and professional development opportunities to Oregon's forestry educators.

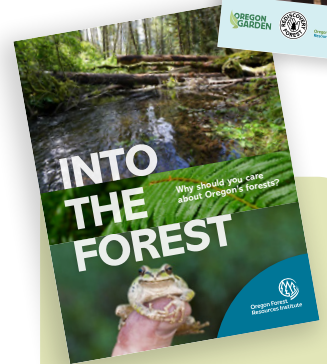
These included the annual OFRI and Oregon Natural Resources Education Program Natural Resources High School Educators Conference, which OFRI offered at no cost to 78 Oregon educators, held in December at The Oregon Garden in Silverton.

In January, 20 non-formal educators who work outside of a traditional classroom setting attended the OFRI-organized Forestry Educators Network's annual meeting, also held at The Oregon Garden. It brought together educators working for forestry, natural resources and environmental education organizations from across the state for professional development, as well as the opportunity to collaborate and learn from each other.

OFRI also provided a free two-day summer professional development workshop and field tour for high school teachers that visited a landscape impacted by wildfire.

NEW OGNREP BROCHURE

OFRI created a new brochure to promote the Oregon Garden Natural Resources Education Program, which offers low-cost field trips to The Oregon Garden in Silverton.



STUDENT PUB UPDATED

OFRI updated its *Into the Forest* publication for students in grades 5-6, which covers topics that include forest ecology, tree biology, forest management and forest careers.

Previous page, from left:

OFRI hosts an outdoor school for Marion County students as part of a coalition of organizations dedicated to environmental education.

The 2026 Oregon Envirothon competition, which OFRI sponsored and organized, had record attendance of about 200 students from 22 high schools across Oregon.

Below, from left:

Students competing in the 2026 Oregon Envirothon.

To provide an opportunity for outdoor learning to homeschooled students, OFRI organizes the annual Homeschool Day at The Oregon Garden.

OFRI partners with The Oregon Garden in Silverton to provide natural resource education to students in grades 4-6.





◀ **Paul Betts**
Chair
Miami Alternatives LLC



◀ **Jennifer Beathe**
Starker Forests Inc.



◀ **Dr. Thomas DeLuca**
Oregon State
University College
of Forestry (dean)



◀ **Daniella Giustina**
Giustina Land &
Timber Co.



◀ **Mike Hicks**
IAM-AW District
W24 (employee
representative)



◀ **Kristin Rasmussen**
Hampton Lumber &
Family Forests



◀ **Kate Skinner**,
Oregon Department
of Forestry (liaison)



Dan Newton ▶
Vice Chair
Newton Forestry LLC



Gordon Culbertson ▶
Whitewater Forests
LLC (small woodland
owner)



**Dr. Kristopher
Elliott** ▶
Oregon State University
Extension Service
(public representative)



Courtney Griesel ▶
Sierra Pacific
Industries



Garren Hitner ▶
Century Forest
Management



**Madeleine
Thompson Rudolph** ▶
Thompson Tree Farm

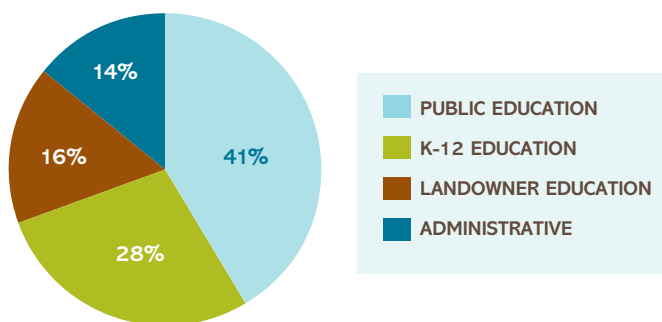


Brian Trenholm ▶
Weyerhaeuser

OFRI board of directors

The Oregon Forest Resources Institute is governed by a board made up of 11 voting members appointed by the state forester, plus two non-voting members. Board members represent timber producers, small woodland owners and forest products industry employees. Non-voting members include a public representative and the dean of the Oregon State University College of Forestry. An Oregon Department of Forestry liaison assists the board.

BUDGET BREAKDOWN BY PROGRAM



In each of the past 25 years, OFRI has received the state controller's "Gold Star" award for timely and accurate financial reporting.

OFRI STAFF

Inka Bajandas, Public Affairs Manager
Jordan Benner, Director of Communications
Rikki Heath, Director of K-12 Education Programs
Emma Knapton, Social Media Intern
Jenna Mendenhall, Environmental Educator
Margaret Miller, Forest Landowner Education Manager
Joni Nebril, Business Operations Assistant
Jim Paul, Executive Director
Kathy Storm, Director of Business Operations
Julie Woodward, Deputy Director and Director of Forestry

MISSION STATEMENT The Oregon Forest Resources Institute supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.



**Oregon Forest
Resources Institute**

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OregonForests.org

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August 31, 2026

2026/2027 Media Recommendations

Below are recommendations for an annual budget of \$700,000. We recommend resuming the overall budget split into two buys: a smaller Fall 2006 campaign for initial market views and awareness, and a larger Spring 2027 buy for high market penetration.

With the \$700,000 budget, we can essentially replicate the most recent 2026 Spring media buy of \$600,000 (including search) for 2027 Spring, with the remaining \$100,000 spend going towards additional search and the Fall 2026 campaign. As was the case in Spring 2026, digital will make up a higher percentage of the buy than traditional. Having multiple touchpoints increases frequency, audience engagement, brand reach and visibility.

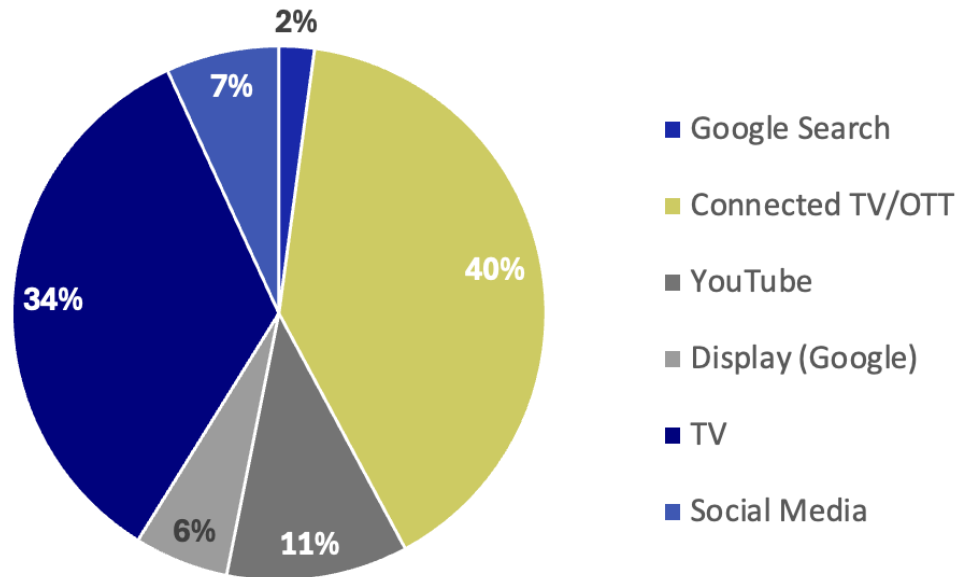
The shift towards streaming continues. We have increased the percentage of the budget allocated to OTT to reflect the growing trend of cord cutting. This also allows us to bifurcate impression delivery to ensure we are reaching the younger demos, who are no longer watching broadcast TV. Within the OTT bucket for Fall 2026, we also recommend a \$10,000 pilot with OPB's TV and mobile streaming platform.

YouTube, Google display and social media are still integral parts of the plan. YouTube continues to grow in popularity so that budget has been increased and now represents a slightly higher percentage of the buy.

We recommend continuing with Google search year-round to maintain a presence for those who are searching for topics related to forestry and sustainability, though we have decreased the budget to accommodate the overall decrease in the budget.

The following represents an overall breakdown by channel:

34% Traditional; 66% Digital



Recommended breakdown by campaign dates and medium:

Fall 2026-Spring 2027

Medium	Budget	Campaign Length
Google Search	\$15,000	Ongoing

Fall 2026

Medium	Budget	Campaign Length
Connected TV/OTT (Hulu, Univox, OPB)	\$40,000	8 weeks
YouTube	\$27,000	8 weeks
Display (Google)	\$15,000	8 weeks
Social (Facebook/Instagram)	\$15,000	8 weeks
TOTAL:	\$97,000	

Spring 2027

Medium	Budget	Campaign Length
TV	\$240,000	12 weeks
Connected TV/OTT	\$240,000	12 weeks
YouTube	\$50,000	12 weeks

Display (Google)	\$25,000	12 weeks
Social (Facebook/Instagram)	\$33,000	12 weeks
TOTAL:	\$588,000	

Campaign Totals

Campaign	Budget
Ongoing Search	\$15,000
Fall 2026	\$97,000
Spring 2027	\$588,000
TOTAL:	\$700,000



What is Oregon Envirothon?

Oregon Envirothon is an environmental problem-solving competition challenging high school students to apply STEM (science, technology, engineering and mathematics) skills to real-world natural resource issues. Through hands-on learning and outdoor field experiences, students develop knowledge and skills to address environmental challenges.

Teams of five students prepare and compete in five subject areas:

- **Aquatic ecology**
- **Wildlife ecology**
- **Forest ecology**
- **Current environmental issue** (changes annually)
- **Soils and land use**

Teams also research an environmental issue facing Oregonians, identify viable solutions and deliver an oral presentation. The winning Oregon team advances to the NCF-Envirothon international competition, held annually in the United States or Canada, competing against top teams from North America and beyond for scholarships and awards.

The mission of Oregon Envirothon is to develop knowledgeable, skilled and dedicated young people who are prepared to help achieve and maintain a healthy balance between Oregon's quality of life and the quality of its environment.



CONTACT

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Jenna Mendenhall, Environmental Educator
Oregon Forest Resources Institute
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LEARN MORE

The Oregon Forest Resources Institute is the sole funder and primary event coordinator for Oregon Envirothon in partnership with The Oregon Garden, which serves as the host site for the competition. For more information about Oregon Envirothon, visit OregonEnvirothon.org.

ABOUT THE OREGON FOREST RESOURCES INSTITUTE

The Oregon Forest Resources Institute supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.



**Oregon Forest
Resources Institute**

OregonForests.org | LearnForests.org

OREGON ENVIROTHON



**Inspiring the next
generation of natural
resource leaders**

Why participate?

Oregon Envirothon enriches classroom learning with authentic, hands-on experiences that bring science to life. Working with a volunteer advisor, teams often prepare for the event through field trips to museums, parks and other natural areas; presentations by natural resource professionals; and field study of their local environment. A training manual, a workshop and other resources are also offered each year to help advisors prepare for the competition.



TEAMWORK AND PROBLEM-SOLVING

Students collaborate in teams to deepen their understanding of Oregon's ecosystems and natural resource challenges while developing the critical thinking and problem-solving skills essential for future success. Envirothon offers a fun and engaging experience that students remember long after the competition ends.



STUDENTS GAIN:

- **practical knowledge** of ecology and natural resource management
- **experience** solving complex environmental problems
- **exposure** to environmental stewardship and natural resource careers and college pathways
- **awards**, recognition and an Oregon Envirothon T-shirt

Many participants leave inspired to pursue careers in environmental science, forestry, wildlife biology, environmental law and other natural resource fields.



Building partnerships, developing leaders

Oregon Envirothon is made possible through partnerships with local conservation districts, state and federal agencies, organizations, and natural resource professionals. Their expertise helps ensure competition tests reflect current science and industry standards, making Envirothon a valuable career development experience for students in CTE programs and leadership organizations such as Future Natural Resource Leaders (FNRL) and FFA.

FNRL is the student leadership organization for Forestry and Natural Resources CTE programs. FFA participants can advance from the FFA Envirothon Competition to the National FFA Environmental and Natural Resources Career Development Event.



OREGON
FFA ASSOCIATION

"Oregon Envirothon is one of the highlights of our Natural Resources CTE program every year. Our students LOVE the hands-on challenges and the fun of learning real-world science in the field, and we can see the leadership skills they gain. We've directly witnessed future natural resource leaders blossom!" — Caroline Burdick, Crater High School

